

Sai Surya Karthik Pithani

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SUMMARY

UI/UX Designer with **experience creating** enterprise dashboards, CRM platforms, and contact center solutions across tech, telecom, and shipping domains. Skilled in user research, wireframing, interactive prototyping, and component-based design systems using Figma, Sketch, Adobe XD, and Illustrator. Proven track record in improving usability through heuristic evaluations, usability testing, and iterative design. Adept at aligning UX strategies with business goals, enhancing task efficiency, accessibility, and stakeholder adoption for large-scale digital transformation projects.

TECHNICAL SKILLS

User Research & Testing: Quantitative & Qualitative Research, Usability Testing, User Interviews, Competitive Analysis, Surveys, A/B Testing, UX Audits, Heuristic Evaluation, Beta Rollouts, User Persona Creation, User Journey Mapping

UX & Product Design: Information Architecture, Wireframing, Prototyping, User Flows, Interaction Design, Visual Design, Motion Design, Micro-interactions, Storytelling, UX Writing, Design Systems, Style Guides, Sitemap Development, Content Strategy, Cross-Functional Collaboration, End-to-End Product Design

Design Tools & Software: Figma, Sketch, Adobe XD, Invision, Balsamiq, Adobe Photoshop, Illustrator, After Effects, Adobe Firefly, Acrobat, ShapesXR, Zeplin, Jira, Miro, Axure, Principle

Emerging Technologies: Blockchain, Web3, AI-powered Design, Virtual Reality (VR), Augmented Reality (AR)

Project & Team Management: Design System Development, Cross-Functional Team Collaboration, Stakeholder Engagement, Brand Development, Client Communication, Design Implementation Oversight

PROFESSIONAL EXPERIENCE

Intel Corporation, CA, USA

Sep 2024 – Current

UI/UX Designer

Project: Intel IT AI Dashboard

- Design user flows and wireframes for the AI Dashboard, enabling stakeholders to track priority use cases. Create interactive prototypes in Figma, improving accessibility and clarity for internal AI initiatives.
- Develop visual design and micro-interactions for prioritizing 274 AI use cases. Ensure usability and engagement across internal teams using motion design and stakeholder feedback.
- Establish component-based design system for the Intel IT AI Dashboard, supporting scalable updates and maintaining consistency across internal UX artifacts.
- Conduct heuristic evaluations and usability testing on AI Dashboard prototypes. Iterate based on data to enhance task efficiency and stakeholder understanding.
- Collaborate with researchers and product managers to align UX improvements with Intel's enterprise AI roadmap and governance frameworks—enhancing transparency and adoption across the organization.

Intel IT AI Dashboard: 274 AI use cases in production, supporting enterprise architecture and future roadmap ([Link](#))

Tech Mahindra, India

Aug 2021 – May 2023

UI/UX Designer

Project: CRM Stack Digitization for Ooredoo

- Conduct competitive analysis and user persona workshops for Ooredoo's CRM digitization, creating simplified user journeys and aligning digital UX with telecom customer experience goals.
- Develop wireframes and prototypes in Sketch and Adobe XD, mapping responsive CRM components for Ooredoo's unified customer portal.
- Design UI components and style guides in Illustrator, ensuring consistency and accessibility across web and mobile CRM interfaces.
- Run usability testing and capture qualitative feedback; refine CRM workflows, improving speed and satisfaction for support agents and callers.
- Coordinate beta rollouts, collaborating with development and product teams to validate CRM enhancements and drive adoption across Ooredoo's customer segments.

Source for CRM digitization project: ([LINK](#))

Tech Mahindra and Ooredoo revamped and digitized the CRM stack as part of their digital customer experience transformation

Tech Mahindra, India

Jan 2020 – Jul 2021

Jr. UI/UX Designer

Project: "Empowered Global Shipping Contact Center

- Support UX design and delivery for a global shipping client, contributing interactive wireframes and prototypes that improved contact center navigation, agent efficiency, and customer satisfaction across multilingual digital touchpoints.
- Create visual assets and user flows in Miro, Sketch, and Adobe XD to streamline agent workflows, enhance task clarity, and reduce average handling time for global customer inquiries.

- Assist in user journey mapping and heuristic evaluations to uncover friction in call center user interfaces, informing design refinements that improved user satisfaction and task completion rates.
- Collaborate with senior UX designers and cross-functional teams to produce consistent UI components and style guidelines, ensuring UI coherence across internal tools and improved implementation consistency.
- Participate in usability testing and feedback sessions with stakeholders, iterating on prototypes based on real-time qualitative insights, enhancing UX clarity and reducing user error in workflows.

EDUCATION

Master of Science in Computer Science California State University, San Bernardino, CA, USA	Aug 2023 – May 2025
Bachelor of Engineering in Computer Science and Engineering Sathyabama Institute of Science & Technology, Tamil Nadu, India	Jun 2016 – May 2020

CERTIFICATION

Google UX Design Professional Certificate	Apr 2025
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PROJECTS

Fin-Tastic Division | UX Research & Design

- Designed and prototyped an Android-based educational math game with 5-question levels, including animations for correct and incorrect answers.
- Developed 30+ custom UI components and 10 unique character illustrations using Adobe Firefly and Sketchbook, resulting in a visually consistent and age-appropriate user interface.

SmartFlix: AI-Powered Movie Recommender

- Developed responsive React + Redux frontend integrating OpenAI GPT API for personalized movie recommendations, replicating Netflix-style user experience with dynamic UI components.
- Implemented Firebase Authentication and TMDB API for secure logins and real-time content updates, ensuring scalable design and seamless performance across features.