

SRIYA KASUMARTHI

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WORK EXPERIENCE

GODADDY | UX DESIGNER & VIBE ENGINEER

August 2025 - Present

Skills: Enterprise AI UX Strategy, Design Systems & Guidelines, Vibe

Engineering, Strategic Product Planning, Rapid AI- Prototyping Methodologies

Drove enterprise AI UX strategy: Core member of central authority team establishing AI design standards across entire company ecosystem

Pioneered vibe engineering adoption: Built company's first large-scale vibe-coded prototype; architected infrastructure and led workshops for organization-wide adoption

Influenced strategic initiatives: Shape user flows for investor presentations across multiple teams, collaborating with C-suite and VP-level leadership

UNC UX DEPARTMENT | GRADUATE ASSISTANT

August 2024 - May 2025

Skills: Accessibility of physical and digital spaces, User research

Strengthened accessibility of the website, LibGuides, and physical library spaces.

Led user research to improve inclusivity and UX in digital and physical environments.

Performed both quantitative and qualitative analyses to inform design improvements.

GODADDY | UX DESIGN INTERN

May 2024 - August 2024

Skills: Figma, FullStory, Jira, UX Audits, Visual Design, Collaboration

Conducted comprehensive audits of key revenue-driving products, identifying 50+ areas for UX improvements through detailed user reports and analysis.

UNC-CHAPEL HILL VISUALAB | RESEARCH ASSISTANT

October 2023- May 2025

Skills: Unity, User Studies, Statistical Analysis, Data Analytics, VR Headsets

Developed AR/VR applications for Parkinson's Therapy Research. Designed mixed-methods usability testing, designed metrics, and analyzed motion capture data using Python and JMP.

HOMIEE | UI/UX DESIGNER

November 2023 - May 2024

Skills: Figma, Web and Mobile Design, Interaction Design, Product Management

Designed user-centric interfaces for a start-up real estate application with a global team.

SKILLS

Design Tools

Figma

Cursor

FullStory

Lyssna

Advanced Figma to Code Translation

Research

Usability Testing Framework Design

User Interviews

Mixed Methods

Data Analysis

User Research

PUBLICATIONS

Understanding Physical Therapy Challenges for Older Adults through Mixed Reality

Computer Human Interaction- CHI 2025

Understanding User Needs for Injury Recovery with Augmented Reality

Association for Computing Machinery- ACM 2024

PROJECTS

OASIS | UX AND VISUAL DESIGNER

February 2024

Skills: Figma, Interaction Design, Accessibility

Design, Prototyping

Designed an accessible product ecosystem—including a wearable, app, VR, and voice assistant—for women experiencing menopause.

VANGUARD ROBO-ADVISOR REDESIGN | PROJECT MANAGER

January 2024 - May 2024

Skills: Figma, Data Visualization, Journey

Mapping, UI/UX Design

Leading UI/UX redesign collaboration with Vanguard, of their Robo-Advisor, by conducting end-to-end UX research and implementing a UI overhaul.

CERTIFICATIONS & ACTIVITIES

FUTURE LEADERS OF UX

Co- President

February 2024 - May 2025

CAROLINA AR/VR CLUB

UX Designer

August 2023 - May 2025

GOOGLE UX DESIGN

Certification

2023

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

M.S. Information Science

UNIVERSITY OF TEXAS AT ARLINGTON

B.S. Information Systems