

Vamsi Batchu

SENIOR USER EXPERIENCE DESIGNER

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LOCATION Atlanta GA 30324 , USA

EDUCATION

Georgia State University

Masters in Computer Science
(Research focus in Human Computer Interaction)
Aug 2017 - Dec 2019

CGPA of 3.76.
Virtual Reality Designer at the
Creative Media Industries Institute,
GSU

SRM University

Bachelors in Computer Science
Aug 2011 - May 2015

CGPA of 4.00.

ACHIEVEMENTS

- Winner of the MIT's AR/VR Reality Virtually Hackathon in the Automotives Sector.
- Finalist of Adobe Creative Jam, Atlanta.

TOOLS

Adobe Creative Suite
Sketch
Adobe XD
Axure
Invision
Principle
Just in Mind
Proto.io

SKILLS

Strategy
Product Vision, Roadmap
Storyboards
Product Scorecard
Mental Models
Experience Maps
Customer Journey Maps
Userflows
Sitemaps
Information Architecture
Wireframing
Interactive Prototypes
Motion Design
Metrics Analysis
A/B Testing
Card Sorting
Heuristic Reviews
Usability Testing
Contextual Enquiries
HTML, CSS, Javascript

EXPERIENCE

SunTrust Banks

May 2018 - Present

Senior User Experience Designer

- Designed the experience of the digital mortgage application process by revamping the old online mortgage tool. Improved the new mortgage applications rate by 17%.
- Designed the UX for Micro Moments project which focuses on helping users take the better financial decision to gain confidence. Improved the savings account openings by 30% through contextual triggers.
- Successfully coupled UX with behavioral economics principles such as anchoring, defaulting, friction costs, social proofing, loss aversion etc. to create user experiences.
- Part of the SunTrust's business accelerator studio (Top 10 in the USA), where we focused on ideation sessions with all the LOB leaders and users to find out users pain points, opportunities to drive the business towards future.
- Led 3-month long research and design effort exploring the customers' conceptual understanding of the structure and taxonomy, culminating in a comprehensive redesign of SunTrust.com's global navigation.

- Developed the motion design library for the bank's digital experiences with a library of all the animations, transitions which can be used on the mobile apps and websites with a list of the specifications for the developers to use them accordingly.
- Designed a Robo advisor tool for investors which helps them to take better investment decisions. This was mainly targeted for PWM clients and improved the user satisfaction rate by 14%.
- Facilitated design sprints, group ideation, analysis and planning to inform a deep product roadmap, prioritized against user feedback and emerging technical capabilities.
- Part of the team which created a design visual language system for SunTrust.
- Facilitated focus groups to understand the user's reactions and their experiences through the NAC (New Account Center) process to find out insights which would drive the redesign of the system.
- Created interactive prototypes from the concepts designed out of the accelerator studio, conducted hallway and usability testing with 100+ teammates and users to fix the usability issues.
- Created customer journey maps for the existing digital and branch onboarding experiences to identify areas of improvement and created a Digital experience onboarding portal for the smooth transition.
- Worked with the data analytics team to find out the user statistics on the online banking portal. Created alternative designs and served them to targeted audience as a part of A/B testing to find out which design is more usable.

Georgia State University

Aug 2017 - Apr 2018

UX design Research Assistant

- Designed a user experience framework, with Usability testing methods and tools to evaluate the heuristic score of web and mobile portals of the university.
- Designed the User Experience for an Artificial Intelligent App/Chatbot which will have conversations with people, ask questions, track mental health 24/7 and help them get over stress, depression through various computerized cognitive behavioral therapies (CBTs).

Unisys Corporation

Jan 2015 - May 2017

User Experience Designer

- Part of the Application UX design team and was involved in creating end-to-end design artifacts for more than 8 projects which ranged in industries across family safety, healthcare, finance, aerospace, & education.
- Assisted end-to-end primary & secondary customer research studies to support customer-centric decision-making throughout the organization. Collaborated closely on product planning and execution by conducting key stakeholder interviews for the projects.
- Delivered high-quality design docs: sketches, sitemaps, customer journey maps, user flows, storyboards, wireframes, mockups for all the digital channels such as Web, Tablet & Mobile.
- Designed self-serve check-in applications for airport kiosks to cut down on increasing wait times and give passengers multiple check-in options.
- Designed 50+ mockups and wireframes for Child Welfare case management portal of Ohio state.
- **Clients:** US State Govt. (Dept. of Child Support), SAP, Royal Bank of Scotland, Infosys, BNP Paribas, Delta Airlines, Airport Authorities of Europe (Netherlands & Denmark), Ministry of Education (New Zealand)