

SRINIDHI .G.S

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Product Designer with experience delivering enterprise and AI-enabled digital products, driving analytics-informed improvements in retention (D1 15%→42%, D7 0.2%→9%), and task efficiency. Experienced in responsible AI UX (human-in-the-loop, transparency, governance), designing internal tools in regulated environments, and collaborating with engineering through HTML/CSS specifications.

WORK EXPERIENCE

Terra

UX Designer Transitioned Product Ownership (UX-Led) December 2024 - Present

(Scope expanded to include UX-led product ownership responsibilities across discovery, roadmap input, experimentation, and delivery.)

- Owned end-to-end UX execution for four AI-native titles, covering FTUE, core loop validation, and AI interaction design, achieving **17% Day-1 retention and 12% overall app retention at launch**; reduced early AI complexity by ~17% through modular onboarding systems.
- Outlined AI interaction frameworks**, including **prompt flows**, **behavioral guardrails**, and narrative constraints, to stabilize LLM-driven gameplay and improve predictability across live iterations.
- Standardized Figma design systems aligned with Unity implementation constraints, **improving designer-developer handoff and reducing UI build cycles by ~67%** (~1 week saved per iteration) across 8 teams.
- Validated product direction through rapid **2-week proof-of-concept cycles**, **synthesizing insights from 200+ user interviews** and cohort-based metrics to inform roadmap prioritization and early kill/iterate decisions.
- Executed UX for a self-service AI analytics platform, removing analyst bottlenecks and reducing **insight latency from 4+ hours to real time**, enabling 2× faster PMF validation across 8 game teams.
- Led design-driven execution for **AI-native games from 0→1**, contributing to **PMF initiatives across 15+ games and 11+ features** for 8L+ users.
- Contributed to top-10% global retention outcomes, **improving Day-1 retention from 15%→42% and Day-7 retention from 0.2%→9%** through iterative UX improvements.
- Refactored friction-heavy onboarding and gameplay touchpoints, validating improvements via cohort analysis, A/B testing, funnel analysis, and telemetry, and supporting **social-first features that drove 1.5× retention and 2× virality**.

Société Générale - Global Solution Centre

UX Design Intern April 2024 - August 2024

- Refined engagement personas, user journeys, and information architecture** to improve task efficiency and support alignment with **business OKRs**.
- Created **wireframes** and **interactive prototypes** to clearly communicate design intent, validate usability, and support iterative product development.
- Contributed to a **scalable platform with three integrated modules** by standardizing design frameworks and visual systems, ensuring consistency, usability, and maintainability across the product.

Remapped

UX Design Intern February 2024 - December 2024

- Developed user-centered, **scalable interface** that enhanced engagement and **accessibility** for a career-focused platform.
- Applied UX strategies to support diverse user needs, **increasing retention by 15% and strengthening brand credibility**.
- Achieved results in overall **CTR improvement by 7%** and **engagement time by 9%** positioning the platform as a career growth resource startup.

Bata India Limited

Technical Product Design Intern August 2021 - September 2021

- Interned in the Footwear Collection Department, **translating 8+ design concepts into production-ready prototypes** aligned with manufacturing requirements.
- Collaborated on **12+ fit-focused patterns** and created technical drawings and specifications to support accurate production handoff.
- Conducted **industry and market trend research** and **developed 5+ digital prototypes** using CAD tools to support product innovation and design validation.
- Participated in **6+ cross-functional design-production meetings**, contributing to improved workflow alignment between design and manufacturing teams.

EDUCATION

Pearl Academy

Bachelor's Degree — User Experience & Interaction Design— First Class 2020-2024, Delhi

Project: A Speculative Study on the no-interface paradigm, proposing how interaction design may transform as technological singularity renders traditional interfaces obsolete.

SKILLS

Product and Design Skills

Product Design & End-to-End UX Execution, UX Strategy & Problem Framing, User Research & Usability Testing, Interaction Design & Information Architecture, Design Systems, Accessibility & Inclusive Design, Data-Informed Decision Making, Activation & Retention Optimization, Funnel & Cohort Analysis, A/B Testing & Experimentation, Cross-Functional Collaboration, Rapid Iteration , Accessibility & Inclusive Design (WCAG fundamentals).

Technical Tools

Figma, Mixpanel, Git, Git Hub, Jira, Miro, CleverTap, Google Analytics, Unity (UX collaboration context), Basic C#, Microsoft Excel, PowerPoint, Word, Front-end Collaboration.