

NITHYA PAREPALLY

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SUMMARY

Design Strategist with 8+ years of experience crafting scalable, accessible, and AI-enhanced digital products. I integrate AI-driven insights into the design process to optimize user experience and drive innovation. Proven leader in cross-functional collaboration, design systems, and inclusive, human-centered design.

CORE SKILLS

UX & Product Design

UX Research & Design Strategy, User-Centered & Data-Driven Design, AI-Enhanced UX Design, Design Systems, Component Libraries, Cross Platform Design, Prototyping & Interaction Design

Tools & Technologies

Figma, Adobe Creative Suite, AI Driven Tools, Java, jQuery, JavaScript, HTML, CSS, Bootstrap, Processing.js

Processes & Methodologies

Agile and Scrum Frameworks, Cross-Functional Collaboration, Design Thinking, Problem-Solving, Workshop Facilitation, Developer Handoff

Special Focus Areas

AI-Driven Design Automation, Inclusive Design and Accessibility, Mentorship and Team Leadership, Branding and Visual Communication Design

EDUCATION

Srishti Institute | Bangalore, India

Masters in Visual Communication Design, Graduated with Distinction | March 2021

- Completed a research-intensive program with a focus on human-centered design, UX research, branding, and visual communication.
- Specialized in algorithmic design through generative visual systems inspired by Ikat weaving techniques, while also exploring accessibility and inclusive design as a parallel area of interest.

BVRIT | Hyderabad, India

Bachelors in Information Technology, Graduated with Distinction | May 2015

- Contributed to a major project at the Microsoft Innovation Center as a front-end Developer, delivering innovative UI solutions as part of a collaborative development initiative.

EXPERIENCE

Senior UX Designer

Tata Consultancy Services, Bangalore | Aug 2021 – Aug 2025 (Final Working Day)

Client: CircleK

- Led UX strategy and design for CircleK's task management platform used across 3,000+ stores. Improved operational workflows by 40% through in-depth user research, usability testing, and cross-platform design implementation.

- Created a scalable design system that enabled faster release cycles by reducing development time by 20%. Mentored designers and collaborated closely with engineering and product teams within Agile environments.

Client: UNFI

- Designed and developed UI for UNFI's AI-powered communication platform. Implemented Auto Layout-based systems to optimize design-to-code conversion, increasing delivery speed by 30%.
- Conducted user research and accessibility audits, collaborating with cross-functional teams to deliver seamless and inclusive user experiences.

UX & Visual designer

Tata Consultancy Services – Digital Transformation Team, Mumbai | Aug 2021 – Jul 2023

- Delivered UX and visual design for enterprise applications, including Digital Innovation Garage, Know Your Customer Portal, and Customer Visit Portal.
- Led branding and interface design for TCS's Retail Digital Transformation, translating complex business workflows into intuitive digital solutions.
- Created interactive prototypes to support internal pitches and stakeholder demos.

UI Developer & Designer

Tata Consultancy Services, Hyderabad | Jan 2016 – Mar 2019

Client: Dupont

- Contributed to UI enhancements and front-end development for DuPont's digital transformation initiatives.
- Improved interface consistency and developed modular design components for legacy platform modernization.
- Transitioned from development to UI design, contributing across both disciplines to deliver well-integrated user experiences.

Client: Xerox

- Developed and maintained front-end components for enterprise software, ensuring design consistency and responsive performance across platforms.
- Collaborated closely with UI designers and engineering teams to translate design intent into functional implementation.

Graphic Design Intern

Rapid Biz Apps, Hyderabad | Nov 2015 – Jun 2015

- Assisted with visual design, wireframing, and prototyping for mobile and web applications. Supported the creation of intuitive, brand-aligned, and accessible user interfaces.

AWARDS & RECOGNITION

- **Beyond Performance Award** – Recognized for driving strategic UX enhancements that directly contributed to successful project approvals and stakeholder buy-in.
- **Merit Recognition** – Awarded for innovative use of generative algorithms to develop dynamic visualizations inspired by traditional Ikat patterns.