

Venkata Prasant Poodipeddi

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An award-winning **Product Designer** with 8 years of experience in **diverse industries**, including health care, insurance, e-commerce, automotive, and IT, working in **B2B**, **B2C**, and **B2B2C** environments across enterprise and startup settings. Specialized in IT admin tooling and enterprise SaaS platforms, driving security, reliability, and global productivity. A knack for **identifying edge cases** and thriving in ambiguity to deliver efficient experiences.

Technical summary

UX skills: Visual design, Wireframing, Prototyping, Micro-interactions, Journey maps, Storytelling, Qualitative and Quantitative UX research, Interaction design, Usability testing, Storyboarding, Information architecture, Enterprise workflows, Accessibility, Problem-solving, Agile methodology, Critical thinking, Heuristic evaluation, Branding, Front-end development

Tools: Figma, Miro, Sprig, UserInterviews, Adobe XD, Sketch, Invision, Axure, Balsamiq, After Effects, Jira, DevOps

AI Tools: Uizard, HeyMarvin, Relume

Programming: HTML, CSS, JavaScript

Professional Experience

HP Inc.

Location: Remote

Senior Product Designer

Oct 2022 – Present

- Drive key features of Workforce Experience – a B2B SaaS web app for Enterprise IT Management in collaboration with product managers, developers, designers, UX researchers, and content writers to increase employee productivity
- Create analytics and dashboards with data visualizations, notifications, device and access management, and troubleshooting, tagging framework, RBAC (role-based access control), issue remediation, third-party integrations for IT admins to help them maintain employee productivity
- Utilize HP's Veneer Design System to create consistent, scalable, and accessible UI mockups across multiple product features
- Leverage Pendo analytics to study user behavior and optimize product flows
- Lead workshops on product strategy, design explorations, design reviews, and dev feasibility to deliver end-to-end solutions from initial concepts to measurable outcomes
- Run designer-led user research and usability testing using Sprig and UserInterviews to

- support discovery studies or validate design assumptions
- Scaled enterprise platform to support **781K+ devices and resolve 11M+** issues monthly for global users
- Played a key role in achieving Visionary status for the product in the Gartner Magic Quadrant
- Won the **UX Design Award | Product 2025** for its unified design and accessibility in Enterprise IT Management

Ford Motor Company

UX Designer

Dearborn, MI

Apr 2021 – Aug 2022

- Redesigned 'Performance Analytics for Connected Engineering' (PACE) – a SaaS web app (mobile responsive) for internal engineers that monitors the Ford Connected Vehicle Ecosystem, by **partnering with data scientists** and product owners
- **Reduced** data visualization **load time by 24%, decreased user time for major tasks by 23%, and boosted user base by 5x** within 4 months of release

Humana

UX Designer

Louisville, KY

Mar 2018 – Apr 2021

- Redesigned Humana.com by creating an **improved and consistent design system**, aligning with **WCAG 2.1 guidelines** in a cross-functional team. Achieved a remarkable **15% increase** in returning Medicare and Medicaid **users** (~89,000) within 8 months.
- Revamped the legacy B2B2C Agent Portal web app for insurance agents to streamline their key tasks, incorporating the new brand guidelines. **Reduced task completion time significantly by an average of 16%.**
- **Mentored** entry-level designers by sharing product knowledge and the team's design processes to help them succeed

SeniorWorld

Creative Design Manager

Gurgaon, India

May 2015 – Jun 2016

- Designed an **accessible** B2C e-commerce website for **senior citizens** that features Consumer Electronics, Travel, and Health Care products
- Generated over **20,000 visits per day** within a year

Education

- Master of Science in Applied Computer Science (*Aug 2016 - Dec 2017*)
Northwest Missouri State University, Maryville, MO | GPA: 3.55/4.00
- Bachelor of Technology in Computer Science (*Jun 2011 - Apr 2015*)
GITAM University, Visakhapatnam, India | GPA: 3.40/4.00

Awards and Certifications

UX Design Awards | Product 2025 (*Sept 2025*)

IBM Design Thinking Co-creator (*Apr 2022*)

IBM Enterprise Design Thinking Practitioner (*Mar 2021*)