

B SIVARAMI REDDY

+919900014642 • ux.siva@gmail.com • Bengaluru, Karnataka, India • Open to Remote • Open to Relocate • Open to Hybrid • [LinkedIn](#) • [Portfolio](#)

Ux Design Manager

Experienced Product Designer and Frontend Engineer with a proven track record in UI/UX design and web development. As a founding core team member at Great Learning, I deliver user-centric, high-impact design solutions across web and mobile platforms, enhancing user satisfaction, productivity, and operational efficiency. Proficient in prototyping, wireframing, information architecture, and establishing scalable design systems. Skilled in HTML, CSS, JavaScript, jQuery, ReactJS, PHP, and WordPress (including theme development), and experienced with Ruby, .NET, C#, and Node.js environments, bridging design and development for seamless user experiences.

Professional Experience

Great Learning Education Services Pvt Ltd., India

Feb 2018 - Present

Principal Designer, Bengaluru

- Learning Management System (LMS): Led the UX design for the LMS, achieving high learner satisfaction with 5-star ratings by implementing research-driven, user-friendly interfaces.
- Sales Platform Migration: Directed the UX migration of the sales platform from LeadSquared, delivering a functional version in four months and enhancing task compliance among Learning Consultants.
- Ninja Platform: Designed an internal productivity tool, doubling learner capacity per Product Manager and improving operational efficiency amidst budget constraints.
- Design System Development: Founded and led the development of a cohesive design system for consistent UX across products, increasing efficiency and brand alignment across teams.
- Team Leadership: Managed and mentored a team of two designers, overseeing UX for sales, LMS, learning activities, and internal apps, ensuring high-quality, user-centred outcomes across projects.

Pentaur Technologies Pvt.Ltd., India

Jun 2017 - Feb 2018

Web Developer, Bengaluru

- UX Research & IA: Improved navigation and usability by 30% through user research and task analysis.
- Design & Development: Delivered responsive designs and web apps with 95% accessibility compliance, enhancing user satisfaction.
- Key Projects: Boosted engagement by 20% on Marketo and optimized UX for Nuture Co.
- Email Campaigns: Designed and developed email campaigns for Visa and Northern Trust, ensuring 100% cross-platform compatibility.

Tyre Discounters private ltd

Apr 2015 - Mar 2017

Frontend Engineer, Bengaluru

- UX Design & Architecture: Improved usability scores by 25% through structured information architecture and task analysis.
 - Achieved 95% first-round approvals by delivering interaction designs that streamlined project workflows.
 - UI Design & Development: Created high-fidelity, responsive designs, reducing iteration cycles by 20%, and improved site performance by 30% using optimized HTML, CSS, and JavaScript.
 - Collaboration & Alignment: Worked with Sales, Marketing, and IT to define project requirements, achieving a 98% alignment with project objectives.
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Education

GGR College of Engineering, Vellore, Vellore, India, Bachelor of Engineering in Electronics and Communication Engineering, Jan 2008 - Jan 2014

- Built a strong technical foundation in systems and user-focused problem-solving. The engineering background supports a seamless blend of design thinking and frontend development in crafting intuitive digital experiences.
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Awards

Employee Stock Ownership Plans (ESOPs)

Awarded three times for exceptional contributions to company success.

Best Employee Award, Great Learning

Jan 2001

Best Employee Award, Great Learning	Jan 2001
Extra Mile Award, Great Learning	Jan 2001

Projects
<p>Greatlearning, GL Shine – Unified Sales Productivity Platform, Link</p> <ul style="list-style-type: none"> Led the redesign of GL Shine, an internal platform to help Learning Consultants (LCS) prioritise leads, follow SOPS, and improve sales performance. <ul style="list-style-type: none"> Replaced external tool (LeadSquared) by building in-tab lead management, reducing browser clutter and improving efficiency. Designed a compact, scroll-friendly UI to support low-end devices and large data views preferred by LCS. Implemented light and dark themes using Material-UI (MUI), improving accessibility and usability, especially for night-shift users. Collaborated with the product, engineering, and training teams to ensure smooth rollout and adoption. Contributed to a 50–80% increase in LC productivity, 85% SOP compliance, and ₹50 crore in annual tool cost savings. <p>Tools & Skills: Figma, MUI, Wireframing, Visual Design, UX Research, Interaction Design, Design Systems</p>
<p>Greatlearning, Olympus LMS Revamp – Enhancing the Learning Experience, Link</p> <ul style="list-style-type: none"> Worked on redesigning Olympus LMS to improve the learning experience for PG program learners from different backgrounds and experience levels. <p>Problems We Solved:</p> <ul style="list-style-type: none"> Course Confusion: Learners couldn't easily find or track their courses (active, upcoming, completed). Hard-to-Use Navigation: Switching between content, recordings, and discussions was confusing. Quiz & Assignment Issues: Learners faced difficulties with submissions, question types, and timing. File Handling: Problems with uploading, downloading, and understanding file types. Broken Links: Invalid URLs often caused frustration. Complex Journey: Overall, the platform felt cluttered and hard to use. <p>What We Did:</p> <ul style="list-style-type: none"> Interviewed learners and stakeholders to understand the issues. Created simple, clean designs with better navigation and visibility. Added new features like bookmarks, career support (Excelerate), and hackathons. Worked closely with developers and the product manager to implement changes. <p>Testing & Feedback:</p> <ul style="list-style-type: none"> Tested the new design with 50+ learners across 19 tasks. Collected feedback from 1200–1500 users after launch. Average user satisfaction score: 4.78 out of 5. Launched the platform in batches to manage feedback and fix small issues quickly. <p>Enhancing PM Efficiency with Olympus Dashboard & Jedi App, Link</p>

- Help Program Managers (PMS) work faster, handle more learners, and reduce manual effort.

What We Found

- Info is scattered; no clear learner history.
- No logs of what actions were taken.
- Hard to track progress or follow up.
- Too many manual steps.
- Can't scale or automate easily.

What We Did

- I spoke to PMS and BU heads to understand the pain points.
- Built dashboards and tools based on their workflows.
- Used MUI for faster design + dev.
- Made a design library for reuse.

Key Improvements

- 360° view of each learner.
- Log calls, emails, and WhatsApp in one place.
- Quick filters + better navigation.
- Auto follow-up reminders.
- Easier content import and session planning.
- Jedi app for mobile tracking.

Impact

- PMS now handle ~200 learners (up from ~120).
- Ticket resolution is faster.
- Ops cost reduced.
- PMs feel more in control.

Core Competencies

Design Skills User Research, Wireframing, Prototyping, Information Architecture, Interaction Design, Visual Design, End-to-End Design Process, Personas, Storyboarding, Mockups, User Experience Design, Experience Design, User Experience, User Journeys, Decision-Making, Customer Experience, Design Research

Development Skills HTML, CSS, JavaScript, jQuery, ReactJS, WordPress (Theme Development), Product Development

Design Tools Figma, Sketch, Adobe Illustrator, Adobe Photoshop

Leadership Skills Design Systems, Responsive Design, Cross-Functional Collaboration, Analytical Skills, Leadership & Team Management, Design Leadership

Strategic Skills Strategic Thinking, Project Management, Stakeholder Engagement, Business Objectives