B Sivarami Reddy

Design Leader · IC + Team Builder · 0→1 Product Expert

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Full-stack design leader who codes and ships AI-powered products. Built 3 products from 0→1 at Great Learning (Olympus LMS, Shine, Jedi) while designing AI automation tools (Grader, Resume Builder, QC Checker, Speed Grader) through prompt engineering and validation logic. Wear product hat when needed: gathering requirements, defining scope, and collaborating with engineering. Equally comfortable shipping React prototypes, managing designers, or presenting strategy to executives. Achieved 5-star learner satisfaction and ₹50Cr annual business impact.

WORK EXPERIENCE

DESIGN LEADER (IC + MANAGEMENT)

Great Learning · Feb 2018 - Present · Bengaluru

Led design for 3 SaaS products while building design team from 0 to 8. Hands-on IC 60% of time, management 40%.

- Leading Speed Grader as Product Owner and Designer. Gathered requirements from 50+ faculty, defined confidence scoring and validation rules for AI grading, created workflows and prototypes, and currently collaborating with engineering on development (launching Q2 2026)
- Designed AI-powered automation tools (Grader, QC Checker, AI Resume Builder) by writing validation prompts, defining confidence thresholds, and testing input/output logic. Reduced manual work 70% while maintaining quality standards
- Shipped 15+ features directly to production using React/Next.js + AI-assisted coding (Cursor,Antigravity, Copilot, ChatGPT) reducing validation cycles from 2 weeks to 3 days
- Drove ₹50cr annual savings through workflow optimization, AI automation, and design systems.
- Improved engagement 32% in 6 months on Olympus LMS through rapid A/B testing and interaction design iteration
- Built design system from scratch that cut UI inconsistencies 60% and reduced release cycles 35%. Trained 20+ engineers on implementation
- Grew design team 0→8 designers, establishing hiring process, design culture, and critique rituals while maintaining 70% IC workload
- Led UX migration from LeadSquared (legacy CRM) in 4 months, boosting task compliance 28% through user research and iterative prototyping

WEB DEVELOPER

Pentaur Technology Pvt Ltd · June 2017 - Feb 2018 · Bengaluru

- Increased engagement by 20% on Marketo and improved UX for Nurture Co., aligning storytelling-driven design with brand and automation strategy.
- Built responsive apps with 95% accessibility compliance across Android and iOS, elevating UX through precision in typography and layout.
- Developed cross-platform email campaigns for Visa and Northern Trust with 100% compatibility, meeting business, customer, and privacy goals within three months of joining.

Skills

Leadership & Product
Team Building (0→8 designers), Product Ownership, Requirements Gathering, Stakeholder Management, UX Strategy, Product Roadmap, Cross-functional Collaboration, Design Operations

AI & Automation
Prompt Engineering, AI Product Design, Validation Logic, Confidence Scoring, Input/Output Testing.

IC Skills
Prototyping, Design Systems, Interaction Design, UI/UX design, Usability Testing, User research, React, JavaScript, HTML/CSS, Figma, A/B Testing, Accessibility (WCAG), AI Prompt Design

Tools
Figma, Figma make,FigJam, Miro, GitHub Copilot, ChatGPT, Adobe suite, Sketch, Balsamiq, InVision, PenPot

Domains
EdTech SaaS, AI-Powered Products, B2B Enterprise, LMS Platforms, 0→1 Product Development, Automation & QC, E-commerce.

FRONTEND ENGINEER
Tyre discounters pvt ltd · Apr 2015 - Mar 2017 · Bengaluru

- Redesigned e-commerce product pages, improving conversion rate 18% through user testing and interaction optimization
- Built checkout flow A/B testing framework using jQuery and Google Optimize, enabling data-driven design decisions
- Implemented responsive design system that improved mobile load speed 30% and reduced bounce rate 25%

WEB DESIGNER
Dotline technologies · Aug 2013 - Sep 2014 · Bengaluru

- Translated wireframes into responsive HTML/CSS web pages, ensuring crossbrowser and mobile compatibility in 3 months.
- Designed and developed user-friendly, performance-optimized responsive websites that improved load speed by 30% and enhanced user engagement.

EDUCATION

BE IN ELECTRONICS AND COMMUNICATIONS ENGINEERING
GGR College of Engineering · Jan 2008 - Dec 2012 · Vellore

CERTIFICATIONS

Certified User Experience Analyst (CXA™)
Human Factors International (HFI)

Introduction to Web Accessibility
Edx

HUMAN-COMPUTER INTERACTION - HCI
IxDF - Interaction Design Foundation

UX Management: Strategy and Tactics
IxDF - Interaction Design Foundation