

B.Sivarami Reddy

Principal Designer · ux.siva@gmail.com · 9900014642 · [Portfolio](#) · [Linkedin](#)

Profile

Transformative Design Leader with a decade of experience driving impactful user-centric solutions across diverse platforms. Expertise in wireframing, prototyping, and information architecture fuels the creation of cohesive design systems that enhance operational efficiency and user satisfaction. Skilled in bridging design and development through technical proficiency in HTML, CSS, and JavaScript, ensuring high-quality, responsive user experiences. Proven track record in mentoring teams and aligning cross-functional stakeholders toward shared objectives, delivering innovative outcomes that resonate with users and elevate brand engagement. Ready to leverage extensive experience to shape the future of design as a Principal Designer.

Employment History

Principal Designer, Great Learning Education Services Pvt Ltd.

FEBRUARY 2018 – PRESENT

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.

Web Developer, Pentaur Technologies Pvt.Ltd.

JUNE 2017 – FEBRUARY 2018

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 optimised UX for Nurture Co.

Email Campaigns: Designed and developed email campaigns for Visa and Northern Trust, ensuring 100% cross-platform compatibility.

Skills

UX/UI Design: User Research, Wireframing, Prototyping, Information Architecture, Interaction Design, Visual Design, Design Systems, Responsive Design

Frontend Development: HTML, CSS, JavaScript, jQuery, ReactJS, WordPress (Theme Development)

Tools & Software: Figma, Sketch, Adobe Illustrator, Adobe Photoshop

Soft Skills: Cross-Functional Collaboration, Leadership & Team Management, Strategic Thinking, Project Management, Stakeholder Engagement

Awards

Employee Stock Ownership Plans (ESOPs) – Awarded three times for exceptional contributions to company success.

Best Employee Award – Great Learning · 2020, 2022

Extra Mile Award – Great Learning · 2023

Education

Bachelor of Engineering in Electronics and Communication Engineering, GGR College of Engineering, Vellore, Vellore, India

JANUARY 2008 – JANUARY 2014

Frontend Engineer, Tyre Discounters Private Ltd

APRIL 2015 – MARCH 2017

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 optimised HTML, CSS, and JavaScript.

Collaboration & Alignment: Worked with Sales, Marketing, and IT to define project requirements, achieving a 98% alignment with project objectives.