

# B Sivarami Reddy

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Principal Designer, Design Manager

Passionate UX and Design Manager with 10+ years of experience leading teams to design impactful products like Olympus LMS, Shine, and Jedi that improved productivity and engagement by 40%. In 2024, delivered measurable business impact within six months through customer- and employee-focused UX initiatives.

## WORK EXPERIENCE

Great Learning | Bengaluru, Karnataka, India | Feb 2018 - Present

### PRINCIPAL DESIGNER

- Led UX for Olympus, Shine & Jedi, improving engagement by 32% within six months and achieving 5 star learner satisfaction in 2023.
- Scaled and mentored the founding design team, establishing a unified design culture that bridged product and business functions.
- Founded a design system that cut UI inconsistencies by 60% and reduced release cycles by 35% within one year.
- Directed UX migration from LeadSquared, boosting task compliance by 28% and completing transition in 4 months.
- Drove measurable business impact of ₹50cr annual savings and 50–80% higher team productivity through optimized workflows.

Pentaur Technology Pvt Ltd | Jun 2017 - Feb 2018

### UX DESIGNER · WEB DEVELOPER

- 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.

Tyre discounters pvt ltd | Bengaluru | Apr 2015 - Mar 2017

### FRONTEND ENGINEER (WEB & UX DESIGNER)

- Revamped a 15-year-old legacy system, improving usability and engagement within 6 months and boosting sales through better customer experience.
- Designed and delivered the TyreMarket website from 0–1 and multiple WordPress apps, reducing iteration cycles by 20% and ensuring scalable, responsive delivery.

Dotline technologies | Bengaluru, Karnataka, India | Aug 2013 - Sep 2014

### BASIC WEB DESIGNER

- Translated wireframes into responsive HTML/CSS web pages, ensuring cross-browser 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

GGR College of Engineering

BE IN ELECTRONICS AND COMMUNICATIONS ENGINEERING |  
Jan 2008 - Dec 2012

## CERTIFICATIONS

### Certified User Experience Analyst (CXA™)

Human Factors International (HFI)

### edX Verified Certificate for Introduction to Web Accessibility

edX

### HUMAN-COMPUTER INTERACTION - HCI

### UX Management: Strategy and Tactics

IxDF - Interaction Design Foundation

## SKILLS

**Design & UX:** A/B Testing, Accessibility, Design Systems, Human-Computer Interaction, Information Architecture, Interaction Design, Personas, Prototyping, Rapid Prototyping, Responsive Design, Usability Testing, User journey, User persona, User Research, UX Strategy, Visual Design, Wireframing

**Technical Skills:** CSS, Frontend Development, HTML, JavaScript, jQuery, ReactJS, WordPress

**Tools & Software:** Adobe XD, Balsamiq, Figma, Illustrator, InVision, Photoshop, Sketch

**Leadership & Strategy:** Agile Methodology, Business goals, Continuous Improvement, Cross-Functional Collaboration, Design Thinking, Manage multiple projects, Stakeholder Engagement, Storytelling, Strategic Planning, Team Management