

TANVI REDDY KAMANURI

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Education

University of California Santa Cruz Silicon Valley Campus

Master of Science, Human-Computer Interaction

Expected Dec 2026

Santa Clara, California

VNR Vignana Jyothi Institute of Engineering and Technology

Bachelor of Technology, Computer Science (Artificial Intelligence & Machine Learning)

Aug 2021 – May 2025

Hyderabad, India

Skills

Design: User Experience (UX) Design, User Interface (UI) Design, Interaction Design, Information Architecture, Design Systems, Accessibility & Inclusive Design, Visual Hierarchy, Responsive & Adaptive Design, Wireframing & Prototyping, User Flows, Affinity Mapping, Card Sorting, Low-High Fidelity Design, Data-Driven Iteration

Research: User Research, Usability Testing, Journey Mapping, Persona Creation, Heuristic Evaluation, A/B Testing, Design Thinking Methodology

Tools: Figma, Adobe XD, Miro, FigJam, Maze, Dovetail, Notion, Illustrator, After Effects, HTML & CSS

Experience

Recens

Jan 2025 – Jul 2025

Co-founder & Creative Director, UI/UX Designer

Hyderabad, India

- Spearheaded the launch of a sustainable clothing brand, informed by insights from 40+ user interviews, addressing unmet needs in comfort, fit, and sustainability.
- Engineered a dual-size chart model driven by consumer analytics, reducing size-related returns by 28% and increasing customer satisfaction.
- Designed a responsive, user-centered interface using data-driven UX principles, improving usability and boosting task completion rate by 35%.
- Directed a brand ambassador initiative, cultivating a loyal user community and increasing engagement by 45%.

Envox Media

May 2024 – Aug 2024

UI/UX Design, Web Development, Content Management

Delhi, India

- Redesigned the company website using Figma and Wix Studio, improving navigation flow and visual hierarchy, leading to a 40% increase in user engagement.
- Curated and managed digital content via Zoho Social, boosting audience interactions by 50%.
- Developed an Information Architecture (IA) for **RentMyHome.co.uk**, resolving key usability challenges for tenants, landlords, and admins.

Ovkay Logistics

Jun 2023 – Jul 2023

NLP & Chatbot Developer

T-Hub, India

- Orchestrated the design and deployment of a customer-support chatbot using **Dialogflow by Google**, enabling natural, context-aware interactions for logistics service users.
- Conducted **user interviews, heuristic evaluations** and conversational design techniques to understand user intent and optimize dialogue flow, resulting in an **80% improvement in query-handling accuracy** over rule-based systems.

Projects

Teaching the Next Billion Minds | Design Thinking Project

- Developed an **assignment allocator platform** to personalize educational tasks based on **student proficiency levels**, enhancing learning engagement and academic performance.
- Integrated advanced data processing to create precise assignment suggestions using **adaptive learning methodologies**, increasing task relevance and efficiency.

Mental Health in Teenagers | Design Sensitization Project

- Conducted **user research**, including **empathy mapping** with 80+ students and parents, to identify mental health awareness gaps and communication barriers.
- Applied the **Double Diamond design framework** and survey analysis to propose **user-centered solutions**, including counseling support and awareness frameworks for teenage mental health.

Activity

Candleves

Jun 2023 – Jun 2024

Co-founder & Student Coordinator

VNRVJIET, India

- Organized **15+ college events** including **riMLand** and **TEDx**, achieving **sold-out attendance within 72 hours**.