

Uttara Venkatesh

UX Designer

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A curious and agile UX designer with 3 years of professional experience in complex B2B domains, along with 5 years of development experience in the financial domain.

EXPERIENCE

UX Designer — IBM Cloud | Apr 2025 – Present

- Led end-to-end design for complex workflows, reducing user effort in infrastructure-heavy tasks
 - Simplified system behavior into intuitive flows, improving usability and decision-making
 - Redesigned routing workflows (DRS), reducing manual configuration (88+ UMUX Lite)
 - Designed network visualization to simplify system relationships (90 UMUX Lite, ~\$1.1M opportunity)
 - Improved usability of large-scale operational systems (inventory, logistics, device lifecycle)
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UX Designer — RWS | Dec 2023 – Mar 2025

- Expanded product from fragmented workflows to **end-to-end lifecycle (research → renewal)**
 - Identified and addressed a key business gap impacting revenue and retention
 - Influenced outcomes related to:
 - **10–20% revenue loss risk**
 - **15–25% client churn risk**
 - **5–10% market share decline**
 - Led research, stakeholder alignment, and execution; mentored 2 designers
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UX Designer Intern — Salesforce | Aug 2022 – Feb 2023

- Redesigned customer loyalty management system powered by insights from in-house AI recommendations.
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Software Engineer — Banking Systems | 2014 – 2020

- Solved complex financial system problems; optimized workflows for scalability and performance
 - Translated intricate business logic into efficient system design
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EDUCATION

National Institute of Design, M.Des, Interdisciplinary Design	Sep 2020 - Aug 2022
MGM College of Engg & Tech, B.Tech, Information Technology	Jul 2010 - Jul 2014

AWARDS

Selectric Designer Award (IBM) - For contributions to Dynamic route server
D'Source IIT Bombay Narrative design 2024 - Challenge winner
Designathon Winner (ValueLabs) 2023 - Challenge winner
GEM Award (Danske bank) - 2019
Insta Award (Infosys) - 2016, 2018