

Vikram Reddy

Senior Product Designer

Hyderabad, Telangana · [Phone] · [Email] · [Website or LinkedIn]

PROFESSIONAL SUMMARY

Senior product designer with seven years across enterprise SaaS and insurance, currently leading design for a claims platform used by agents and policyholders. Plans research, shapes flows from problem framing to shipped UI, and maintains a design system shared by four squads. Works closely with product managers on success metrics and with engineers on feasible, accessible interfaces.

SKILLS

Product strategy · User research · Interaction design · Design systems · Figma · Accessibility · Journey mapping · Usability benchmarking · Design critique

EXPERIENCE

Senior Product Designer — Insurance technology company, Hyderabad

3 years 4 months · current

- Lead design for the claims platform used by agents and policyholders, guiding two designers and partnering with three product managers.
- Redesigned the motor claim intake flow after field studies with 20 agents, reducing incomplete submissions by roughly a quarter.
- Own a design system of about 120 components with tokens and accessibility guidance, now used by four engineering squads.
- Introduced quarterly usability benchmarks with task success and SUS scores, giving leadership a consistent measure of experience quality.

Product Designer — Enterprise HR software company, Hyderabad

2 years 8 months

- Designed leave, attendance and approval screens for a web and mobile product serving mid-sized employers.
- Simplified the manager approval inbox using bulk actions, based on interviews with 15 managers who handled large teams.
- Ran design critiques every fortnight and documented decisions so new designers could understand earlier trade-offs.

UI Designer — Digital design agency, Visakhapatnam

1 year 3 months

- Produced responsive website and mobile app screens for retail, education and hospitality clients under tight agency timelines.

- Prepared style guides with colour, type and spacing rules so client developers could extend pages consistently after launch.
- Learned to present design options to clients with clear reasoning, which shortened revision rounds on later projects.

EDUCATION

M.Des., Interaction Design — National-level design institute, Ahmedabad

B.Tech, Computer Science — Private engineering college, Vijayawada

CERTIFICATIONS AND REGISTRATIONS

- Certified Usability Analyst course
- Accessibility fundamentals for designers

PROJECTS

- Claims design system — consolidated three inconsistent UI kits into one documented library adopted across products

LANGUAGES

English · Telugu · Hindi