

# Srinivas Kotha

UX DESIGNER & BUSINESS ANALYST

## Objective

A highly motivated creative UX designer and business analyst with 2+ years of experience, looking for building a career in delivering user-centric designs that leave a lasting impact and immersive experience on users, driving customer satisfaction and business growth.

## Work Experience

### UX Designer, Toyota North America, Plano

JULY 2024 — PRESENT

- Working as a UX Designer in the Toyota Supply Chain Team, SCAFT
- Collaborated with cross-functional teams to define and implement design systems and component libraries.
- Designed reusable UI components using **Figma** for applications and websites and created detailed **component documentation** for design handoff, including usage guidelines and best practices
- Worked with Design Systems

### UX Designer, Seven19, New York

APRIL 2024 — JULY 2024

- Conducted research, discovered new AI trends in health care market, and prepared presentations for design team and Head of business growth
- Currently working on developing BRDs and UI/UX design for the Mouais health care platform, intended to help patients by tracking and reminding use of their daily medication.

### UX Designer & Business Analyst, OrangePeople, Irvine

MAY 2023 — APRIL 2024

- Played a pivotal role in the analysis and design of a consumer nutrition mobile app, TruthIn, gathering user insights to optimize usability and functionality for their dietary needs
- Conducted extensive user interviews across multiple demographics and surveys to gather insights on user preferences and pain points, completed market research on nutrition apps to analyze user needs and competitor features
- Created wireframes, user interaction flows, and clickable prototypes for a next generation nutrition app that allows users to build personalized diet plans based on their health data and preferences. The app integrates with eCommerce platforms for easy placement of orders and delivery of foods.
- Led usability testing to gather feedback, and iterated solutions to enhance user experience
- Increased customer satisfaction by redesigning the search features through analysis of user behaviors and stakeholder goals. Increased the search success rate by 30% enhancing user confidence in finding relevant results in a faster way.
- Collaborated extensively with product and development teams, conducted usability testing, and iteratively improved the app's functionality.

### Summer UX Design Intern, Bytes Consultancy Services, Ashburn

MAY 2022 — AUGUST 2022

- Collaborated with sales teams to analyze and document business requirements, ensuring alignment with user needs and goals. Created essential documentation including BRDs, and user stories to modernize the company's website.
- Redesigned the website using Figma, ensuring design best practices.
- Supported comprehensive usability testing, to meet company needs and user preferences.
- Achieved a 30% increase in user engagement. Implemented A/B testing plan on landing pages, boosting customer conversion rates by 14%.

## Capstone Project at UTD

### SleepTight, UX Designer

JANUARY 2023 — MAY 2023

- Designed and developed a mobile app aimed at improving sleep quality for youth, right from the concept to reality
- Conducted comprehensive research to analyze trends within the health and wellness sector, focusing on sleep tracking and enhancement tools such as wearable technologies

## CONTACT

[srinivas.sai.kotha@gmail.com](mailto:srinivas.sai.kotha@gmail.com)

Mobile: 310-918-6482

Portfolio: [srinivaskotha.com](https://srinivaskotha.com)

[linkedin.com/in/srinivas-kotha](https://linkedin.com/in/srinivas-kotha)

Status: US Citizen

## SKILLS and COMPETENCIES

Market/User/Product Research

Requirements Gathering

Business Requirements Documentation

Cross-functional collaboration

User Behavior Analysis

User Experience & Interface Design

Wireframing & Hi-Fi Low-Fi Prototyping

Data Collection and Analysis

Functional and A/B Testing

Agile Methodology

Stakeholder Communication

**Figma**

**Adobe Suite (XD, Photoshop, Illustrator, After Effects, Premiere)**

**HTML, Python, Java**

**Microsoft Office 365, Teams**

**Jira, Notion**

**3D Modeling and Texturing**

**Motion Capture Animation**

**Maya Software**

## CERTIFICATIONS

Certified Google UX Design Professional

April 2024

## EDUCATION

**Bachelor of Arts in Design and Animation**

The University of Texas at Dallas,  
Richardson, Texas

- Graduated in May 2023
- Member of the UX Club at UT