

MALLIKA BHADRIRAJU

SUMMARY

Product Designer with experience in designing software applications for companies in technology, finance, transportation, and insurance domains.

SKILLS

Product Design, UX Research, UX Design, Interaction Design, Ideation, Wireframing, Prototyping, Development and Testing.

TOOLS

Framer, Figma, Sketch, Adobe Creative Suite, Invision, Adobe XD, Python, HTML, CSS, JavaScript, SQL, AEM.

ACADEMIC PROJECTS

UX design of a mobile application for recipe-based grocery shopping, UI design for a diversity inclusion tool, UI design for a travel photography app.

EDUCATION

UCSC, California, 2024
Computer Programming Certification

Univ. of Texas, Austin, 2024
Post Graduate Program in AI/ML.

Univ. of Michigan, Ann Arbor, 2020
UX Design Specialization.

Springboard, 2020
UX Design Bootcamp.

Wright State Univ., Ohio, 2014
M.S. Electrical Engineering.

EXPERIENCE

Senior Product Designer 2024 - Present

Clients: Halliburton

Experienced in conducting user testing, gathering insights, and applying feedback to refine designs that align with accessibility standards and responsive frameworks to ensure seamless project delivery.

Passionate about delivering high-quality designs that balance aesthetics and functionality, improving user experiences across diverse platforms.

Product Designer 2019 - 2023

Clients: Vontier, Microsoft, HPE

Vontier: Led the design and research for a \$1M project in the transportation industry, resulting in the creation of a performance monitoring dashboard. This initiative received unanimous funding approval from venture teams. Delivered designs which effectively met both user and business needs.

Microsoft: Redesigned .NET homepage for customers in ML developer community that resulted in 15% lower bounce rate, idealistic session duration, high page views per visit and better user engagement.

HPE: Designed a server monitoring dashboard - by synthesizing server installation data and creating prototypes to help engineers monitor server metrics - that received positive peer reviews and good usage rates.

UX Designer 2014 - 2019

Clients: Wells Fargo, BCBS, Deloitte, State Farm

Wells Fargo, BCBS, Deloitte, State Farm: Designed high accuracy, accessibility compliant interactive forms to help clients provide better user experience for their end customers.

Collaborated with business analysts, product managers, designers, developers, testers, deployment teams to design products that resulted in ~7% increase in the hit rate, and ~33% increase in user satisfaction ratings.