Sudarshan N Srinivas
Product Designer

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Experience

HackerRank | Product Designer II
Jan 2022 - Present

- **Leading design** for HackerRank Screen, directly contributing to **75% of company revenue** by driving high-impact design strategies.
- Pioneering the development of **AI-first products** tailored for **3000+ customers**, significantly enhancing recruiting processes and improving user satisfaction.
- Revamped core user flows, including **test creation and reporting**, across **80+ roles** and **16+ question types**, increasing efficiency and usability.
- **Launched 2 high-priority projects** in partnership with the CTO as part of the Labs team, delivering solutions that positively impacted **100K+ developers and tech recruiters** globally.
- **Boosted team efficiency** by introducing structured design critiques & Design QA documentation while **mentoring interns** to successfully complete multiple projects.

Hover Studio | Co-founder, UX Designer
May 2020 - Jan 2022

- **Co-founded** a design studio, impacting global businesses with a combined revenue exceeding **$10M**.
- **Led a team of 4** designers and developers to deliver end-to-end projects generating **₹6M in revenue.**
- Conceptualized and designed **20+ projects** across **B2C** and **B2B** sectors, including e-commerce, healthcare, finance, F&B, fashion, education and automation.

BigBasket | Product Designer
March 2020 - Jun 2020 | Internship

- Built and maintained **BigBasket's first design** system from scratch, adopted by **200+** engineering and product team members.
- **Led UX research** and redesign for the Gift Card feature, serving over **10M+ customers** by addressing key problem areas.

Education

Bachelor Of Engineering: Information Science
Dayananda Sagar College Of Engineering, Bangalore

Skills

UI/UX Design
Design Thinking
Design Systems
Wireframing
User Centered Design
Rapid Prototyping
Product Roadmapping
UX Research
Collaboration
Visual Communication

Tools & Tech

Figma
Sketch
Adobe XD
Framer
Adobe Illustrator
Adobe PhotoShop
HTML
CSS
JavaScript

Extras

Interaction 23 | Moderator
Zurich, 2023

TEDxDSCE | Design Head
Bangalore, 2019