

Ravi Shankar Kunapuli | UX Designer | Master's in HCI

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EXPERIENCE

User Experience (UX) Designer II | Bank OZK, Remote (07/2024 - Present)

- Iterated on end-to-end *Getting to Know* feature, working with PMs; enabled bankers to recommend personalized products, reducing customer decision fatigue. Testing with bankers led SMEs to estimate a 30% increase in product conversion.
- Built a digital *Key Combination Assignment* feature used by 250+ branches, replacing a paper-based process that caused 79 errors out of 160 audits in 2023. This reduced documentation errors, saving at least 15 hours of admin time monthly.
- Implemented a scalable design system on Figma, adopted across 200+ screens in 2 internal products. Created 20+ reusable components with consistent spacing, color, and typography using Figma variables; reducing design-to-dev handoff time.

User Experience (UX) Designer | Allied Solutions, Carmel, IN (05/2023 - 05/2024)

- Migrated, improved, and scaled the design system from Sketch to Figma along with Senior Designers, ensuring compliance with WCAG accessibility standards, and reducing design iteration time by 40%.
- Revitalized the UI for *Center Point* web app's search experience to reduce user friction. Collaborated iteratively with senior researchers and PMs to align with business goals. Qualitative feedback from usability tests with 13 participants revealed an increase in user satisfaction ratings from 2.6 to 4.8/5. A reduction in design bugs demonstrated efficient dev handoffs.
- Researched and delivered an interface for Credit Unions to notify plastic card compromises, aiding Allied's risk assessment to reduce insurance claims. All 5 users in the usability tests found the form clear and intuitive in moderated user testing.
- Analyzed qualitative data from 10+ bankers and 5 SMEs to design 2 interactive prototypes for integrating a debt collection app with *Center Point*, aligning with business needs. Sparked cross-functional discussions to initiate the integration.
- Tracked behavior metrics across 5+ user journeys via GA and Clarity, revealing high-exit points and usability bottlenecks; leveraged the research insights to inform product strategy for quarterly agile planning for the product team.

Designer | Indiana University, Indianapolis, IN (11/2022 - 01/2024)

- Designed 20+ print and web media using Adobe Creative Cloud, applying visual design principles (color, spacing, and typography), adhering to Indiana University visual brand guidelines. Participated in peer design critique sessions.

User Experience Research Assistant | Indiana University, Indianapolis, IN (08/2022 - 12/2022)

- Developed foundational research methodology expertise through collaboration with HCI faculty on two mixed-method studies examining social justice in digital interfaces. Gained experience in research design and data synthesis.

UX Developer | Rebel Foods Pvt. Ltd, Bengaluru (07/2021 - 07/2022)

- Shaped mobile-friendly designs for the *Group Ordering* task, enabling users to place individual-pay orders in a single order.
- Coded the logic of displaying orders' *Promised Delivery Time*, reducing the number of calls for order whereabouts by 35%.

Software Developer | Oracle Retail, Bengaluru (06/2018 - 07/2021)

- Conceptualized the prototype and developed a *Database Differentiator tool* for engineers and DBAs to compare two databases and find the DB objects that differ. Optimized the code to reduce the processing time by 95%.
- Shipped and maintained core modules in the *Retail Merchandising System - RMS* (B2B SaaS). Gained omnichannel retail enterprise knowledge through cross-functional collaboration with engineering, QA, and product teams.

ADDITIONAL EXPERIENCE

Volunteer UX Designer | Build Up SC, Remote (06/2025 - Present)

- Owned the website design and content updates as a WordPress designer. Optimized website SEO, driving traffic, and boosting discoverability. Removed 2,000+ spam registrations and implemented security updates, enhancing site integrity.

EDUCATION

Indiana University, Indianapolis (05/2024) - Master's in Human-Computer Interaction (HCI)

PDPM IITDM, Jabalpur (08/2018) - Bachelor's in Computer Science

CERTIFICATIONS

Foundations of User Experience (UX) Design - Google

Social and Behavioral Responsible Conduct of Research - CITI

SKILLS

Design & Research: User-centered design, UI Design, UX Design, User Research, User Interviews, Surveys, Customer Journey Mapping, A/B Testing, [Data Visualization](#), User Flows, Wireframes, Prototyping, Responsive Design, Information Architecture, Interaction Design, [Design Systems](#), Typography, Visual Design, Usability Testing, WCAG Web Accessibility.

Technical Skills: Figma, Sketch, Framer, Miro, Maze, Balsamiq, Adobe Creative Suite, WordPress, HTML, CSS, JavaScript.

Project Management: Jira, GitHub, Confluence, Agile Software Development, Scrum.