

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

ravishankark.com (Portfolio PW:1316) | linkedin.com/in/rvshnkrk | ravi1617sankar@gmail.com | (317) 454-2449 | Tampa, FL

EXPERIENCE

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

- 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. Reduced documentation errors, saving at least 15 hours of admin time monthly
- Led the data-driven end-to-end design of the *Getting to Know* feature, enabling personalized product recommendations to the customers, and reduce their decision fatigue. Usability tests with bankers projected a 30% lift in product conversion
- Spearheaded the iterative prototype design of the *Small Business Scoring* workflow for loans less than \$50K. Displaying the SBSS score and the key risk elements upfront accelerated the loan approval process, cutting approval times by 5+ days
- Implemented a scalable design system on Figma, adopted across 200+ screens in 2 internal products. Created reusable components with consistent spacing, color, and typography using Figma variables, to reduce engineering handoff time

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

- Migrated, improved, and scaled the legacy design system from Sketch to Figma along with Senior Designers, ensuring compliance with WCAG accessibility standards and reducing design iteration time by 40%
- Enhanced the UI iteratively for *Center Point* (SaaS) app's search experience to reduce user friction. Collaborated with PMs and researchers to align with business objectives and user needs. Quantitative usability tests with 13 participants revealed an increase in user satisfaction ratings from 2.6 to 4.8/5. Reduced design bugs proved efficient handoffs to engineers
- Delivered high-fidelity designs based on user research data for Credit Union clients to notify plastic card compromises, aiding Allied's risk assessment to reduce insurance claims. All 5 users in the usability tests found the design to be intuitive
- Analyzed research data from 10+ stakeholders to prototype user interfaces, integrating a debt collections app with *Center Point*. Presenting the design to product managers initiated cross-functional discussions to implement the integration
- Tracked analytics for 5+ user journeys across 3 products using GA and Microsoft Clarity to record usability bottlenecks, and to inform the quarterly product roadmap

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

- Designed 20+ print and web media using Adobe Creative Cloud, applying visual design principles (layout, color theory, typography), adhering to IU's brand context. Facilitated constructive design review and critique sessions for live feedback

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

- Developed expertise in qualitative research through collaboration with HCI faculty on 2 mixed-method studies, solving social justice problems by leveraging digital product design. Gained experience in UX research and data synthesis

UX Developer | Rebel Foods | Food Delivery | Bengaluru (07/2021 - 07/2022)

- Shaped mobile UX prototypes 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* in JavaScript, reducing calls for order whereabouts by 35%

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

- Conceptualized the wireframes, and developed a *Database Differentiator tool* for the development team and DBAs to compare two databases. Worked on front-end code in Java, and optimized backend to reduce the processing time by 95%
- Shipped and maintained core modules in *Retail Merchandising System* (B2B, SaaS). Gained omnichannel retail enterprise knowledge through cross-functional team collaboration with engineering and QA teams, and product managers

ADDITIONAL EXPERIENCE

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

- Owned the website as a WordPress designer. Optimized website SEO, and boosted visibility for the org's local programs

EDUCATION

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

CERTIFICATIONS

Foundations of User Experience (UX) Design - Google

Introduction to Generative AI, Large Language Models, and Responsible AI - Google

SKILLS

Design & Research: User-Centered Design, User Interface Design, Lean UX, Design Thinking, User Research, Competitive Analysis, Customer Journey Mapping, A/B Testing, [Data Visualization](#), User Flow, Wireframing, Prototyping, WCAG Web Accessibility, Information Architecture, Interaction Design, [Design Systems](#), Typography, Visual Design, Usability Testing

Technical Skills: Figma, Sketch, Miro, Invision, Protocie, Balsamiq, Adobe CC, WordPress, HTML, CSS, JavaScript

Project Management: Jira, GitHub, Confluence, Agile Methodologies, Sprint Planning, Scrum