

Adithya Ahobila Vajjala

Lead UX/UI Designer

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Portfolio: adithyaav.com

Summary

Visionary Lead UX Designer with 17 years of experience crafting user-centered digital products that blend innovation with business objectives. Adept at leading end-to-end design processes—from user research and prototyping to high-fidelity UI execution—while mentoring cross-functional teams to deliver best solutions. Passionate about advocating for accessibility (WCAG 2.1) and data-driven design in fast-paced Agile environments.

Professional Experience

Lead UX Designer

Persistent (Contractor) | Feb 2023 – Dec 2024

- Led large-scale UX/UI initiatives, driving the design strategy and execution for complex software products.
- Created wireframes, mockups, and prototypes, aligning with UX best practices to enhance user engagement and interaction.
- Conducted user research and usability testing, translating insights into actionable design improvements.
- Ensured compliance with accessibility standards (WCAG, ADA), creating inclusive digital experiences for diverse user groups.
- Facilitated design sprints and stakeholder meetings, effectively communicating UX strategies and rationale.
- Authored UX documentation and guidelines, maintaining organization-wide design consistency and accessibility standards.
- Collaborated with cross-functional teams, including developers, product managers, and business stakeholders, to align UX with business objectives.
- Demonstrated strong writing and organizational skills, managing UX artifacts, research findings, and design specifications.

Sr. UX Manager

Walmart | Aug 2021 – Jan 2023

- Designed and optimized end-to-end user experiences across digital platforms with a focus on increasing user acquisition, engagement, conversion, and retention.
- Conducted user research, usability testing, and A/B experiments to inform and validate design strategy.
- Delivered intuitive and cohesive user interfaces aligned with brand and product goals.
- Collaborated with cross-functional teams (Product, Engineering, Marketing) to define roadmaps and implement user-centered solutions.
- Presented designs and insights to a range of stakeholders including design peers, cross-functional partners, and executive leadership.
- Took full ownership of UX initiatives from discovery through execution, operating with a high level of autonomy.
- Advocated for best-in-class UX practices and mentored junior designers, while staying current on industry trends and emerging technologies.

UX Manager - Projects

Cognizant Technology Solutions | Feb 2010 – Aug 2021

- Spearheaded user engagement initiatives across multiple product areas, delivering measurable improvements in retention and upsell.
- Executed iterative design processes supported by user testing and data insights.
- Led interface and interaction design for core applications, ensuring usability and accessibility at every touchpoint.
- Partnered with stakeholders across departments to define and refine design goals tied to business outcomes.
- Regularly showcased and defended design decisions in cross-functional forums, driving alignment and momentum.
- Championed a culture of continuous learning and design excellence within teams and clients.

Sr. UI Consultant

Alliance Global Services | Jan 2006 – Dec 2009

- Developed UI mockups and prototypes to visualize site functionality and aesthetics.

- Designed interaction flows, sitemaps, and wireframes to improve user experiences.
- Collaborated with cross-functional teams to meet project requirements and deadlines.

Education

Bachelor of Commerce (B.Com)

MKU | 2000 – 2004

Certifications

- AWS Certified AI Practitioner (**Perusing**) | Amazon Web Services
- AWS Certified Solutions Architect Associate | Amazon Web Services
- Design Systems Certification | Memorisely
- Certified Usability Analyst | Human Factors International
- Diploma in Multimedia | Arena

Skills

Design

User Research, Wireframing, Prototyping, Interaction Design, Usability Testing, Design Systems, Leadership & Teamwork, Accessibility (WCAG)

Frontend

HTML, CSS, JavaScript,

Tools

Figma, Storybook, Adobe Creative Suite, Zeroheight, Sketch, Miro