

# Adithya Ahobila Vajjala

Lead UX/UI Designer

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## Summary

Accomplished Lead UX Designer with over 15 years of experience in UX/UI design, user research, and design systems. Passionate about crafting intuitive and accessible digital experiences that drive business outcomes. Expertise in interaction design, usability testing, and cross-functional collaboration across enterprise and consumer applications.

## Professional Experience

### Lead UX/UI Designer

Persistent (Client: Cigna) | Feb 2023 – Dec 2024

- **Spearheaded end-to-end UX strategy** by leveraging user research, A/B testing, and analytics to drive a 30% improvement in engagement metrics and task completion rates.
- **Architected enterprise-grade design systems** adopted across 10+ web and mobile products, reducing design-dev handoff time by 25% while ensuring brand and interaction consistency.
- **Designed and iterated high-fidelity prototypes** (Figma) to validate user flows, resulting in a 20% reduction in usability friction during stakeholder testing.
- **Championed accessibility compliance** through rigorous WCAG 2.1 audits, achieving AA certification and reducing user-reported accessibility issues by 40%.
- **Engineered intuitive data visualization solutions** for SaaS platforms, transforming complex datasets into user-friendly dashboards that increased client decision-making efficiency.
- **Partnered cross-functionally** with PMs, engineers, and C-suite stakeholders to align UX roadmaps with KPIs, securing buy-in for 5+ high-impact product launches.
- **Pioneered integration of Storybook-driven workflows**, enabling reusable component libraries that accelerated front-end development cycles by 15%.

### Sr. UX Manager

Walmart | Aug 2021 – Jan 2023

- **Designed high-fidelity mockups and interactive prototypes** for mobile and web platforms, applying user-centered design principles to improve usability and reduce user friction by 25%.
- **Provided strategic UX leadership** by conducting design reviews, evaluating user interfaces, and delivering actionable insights that enhanced product usability and alignment with business goals.
- **Led ideation and conceptualization efforts** to deliver innovative, end-to-end user experience solutions, resulting in a 15% increase in user satisfaction across key platforms.
- **Advised on UX strategy for cross-functional proposals**, offering expert recommendations that improved user experience outcomes and stakeholder buy-in.
- **Executed comprehensive requirement gathering** and created paper prototypes, wireframes, and interactive designs using Figma, ensuring seamless translation of user needs into intuitive interfaces.
- **Advocated for UX best practices** by educating teams on user experience methodologies, fostering a culture of user-centric design across 10+ applications.

### UX Manager - Projects

Cognizant Technology Solutions | Feb 2010 – Aug 2021

- **Define and execute UX strategy** to align with business objectives and user needs, driving a 20% improvement in user engagement and product adoption.
- **Champion user-centered design principles** across the organization, fostering a culture of empathy and innovation that enhances product usability and customer satisfaction.
- **Collaborate with cross-functional teams**, including product managers, developers, and stakeholders, to integrate UX goals into product roadmaps and ensure cohesive product delivery.
- **Lead and mentor a high-performing team** of UX designers, researchers, and content strategists, setting clear development goals and providing actionable feedback to drive professional growth.
- **Cultivate a collaborative and innovative design culture**, empowering teams to deliver exceptional user experiences that exceed business and user expectations.
- **Oversee the end-to-end design process**, from wireframes and prototypes to high-fidelity designs, ensuring alignment with brand guidelines, user needs, and accessibility standards (WCAG 2.1).
- **Conduct rigorous design reviews** to maintain consistency, usability, and accessibility across all products, reducing user-reported issues by 30%.
- **Ensure deliverables meet industry best practices** and align with the company's vision, driving measurable improvements in user satisfaction and product performance.

## **Sr. UI Consultant**

Alliance Global Services | Jan 2006 – Dec 2009

- Collaboratively gather and evaluate user requirements with product managers and engineers.
- Collaborated closely with team members to deliver project requirements, develop solutions, and meet deadlines.
- Illustrated design ideas through storyboards, process flows, and sitemaps. Designed graphic user interface elements, including menus, tabs, and widgets.
- Develop UI mockups and prototypes that vividly depict site functionality and appearance.

## **Education**

Bachelor of Commerce (B.Com)  
MKU | 2000 – 2004

## **Certifications**

- AWS Certified Solutions Architect Associate | Amazon Web Services
- Design Systems Certification | Memorisely
- Certified Usability Analyst | Human Factors International
- Diploma in Multimedia | Arena

## **Skills & Tools**

**Design:** User Research, Wireframing, Prototyping, Interaction Design, Usability Testing, Design Systems

**Tools:** Figma, Storybook, Adobe Creative Suite

**Methodologies:** User-Centered Design, Accessibility (WCAG), Agile, Design Thinking