SARADA PRIYA SIRANI

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WORK EXPERIENCE

Globant | User experience Designer (Semi Senior Advance). **Manchester, UK | April 2025 - Present**

- Led UX research across finance, education, distribution, and events projects with stakeholder interviews, competitive analysis, personas, and user flows improving clarity of requirements by **30%**.
- Improved user interactions through iterative testing, gap analysis, IA, and content refinement, streamlining complex journeys into clear, usable flows.
- Built reusable design-system components and prototypes, using AI-assisted design workflows to improve cross-team alignment and reduce design-to-dev effort.

UNIMAD | UX/UI Designer **Birmingham, UK | Nov 2023 – Mar 2025**

- Designed end-to-end product for AI-powered web and mobile interfaces, improving user interaction by 30% and onboarding success rates.
- Created scalable design systems and UX frameworks that strengthened brand consistency and maintained visual quality.
- Partnered with engineering teams on data-driven refinements, cutting redesign cycles by **25%** and improving accuracy.

SRINERGY GLOBAL | UX/UI Designer (Freelance – Remote) **United States | May 2024 – Nov 2024**

- Led user research with qualitative and quantitative metrics, including interviews, surveys, and usability testing for a SaaS-based finance platform, **boosting client inquiries by 30%.**
- Designed user-centric website with interactive prototypes, leveraging BI insights and A/B testing for UX optimization.
- Worked closely with product teams to solve complex business challenges using design thinking methodologies.

LUMENORE, NETLINK | UX/UI Designer **Tamil Nadu, India | Feb 2023 – July 2023**

- Designed and improved user dashboards for SaaS platforms, improving scalability across multi-user environments.
- Collaborated extensively with clients to design intuitive interfaces for internal dashboards, significantly increasing usability
- Performed usability testing & iterative UX refinements, enhancing stakeholder understanding and **effectiveness by 40%.**

TING AD AGENCY | Junior Art Director **Tamil Nadu, India | Nov 2019 – Dec 2022**

- Led a dynamic team of 4 designers, advancing from Graphic Designer to Junior Art Director, improving **client satisfaction by 20%** and significantly increasing overall design efficiency through strategic design solutions.
- Collaborated with marketing teams to deliver high-quality designs under tight timelines, improving workflow efficiency.
- Handled brand campaigns including e-commerce, resulting in a **30% increase in brand visibility** and successful outcomes.

RR Donnelley | Graphic Designer **Tamil Nadu, India | Feb 2019 – Nov 2019**

- Created brand-consistent visual assets for KPMG across digital and print channels, improving engagement, resulting in a **10% improvement in customer engagement.**
- Managed global print production, ensuring high-quality outputs while meeting strict deadlines for international clients.
- Developed visual assets for marketing campaigns, enhancing client satisfaction and project **outcomes by 20%.**

EDUCATION

Birmingham City University | MSc User Experience Design **Birmingham, UK | 2023 –2024**

ICAT Design and Media College | Post Graduate Diploma in Advertising Design **Chennai, India | 2018 – 2019**

SRM Arts and Science College | Bachelor of science in Visual Communication **Chennai, India | 2015 – 2018**

PROJECTS

Unimad website design: Designed a conversational AI job-search experience (unimad.ai) called Unibot, that increased user engagement by 35 percent

Crunch application design: Created a mindful-eating product for iOS and Android with a 90 percent usability success rate through focused UX research and iterative design.

Dubai Residential (UAE): Worked on lease renewal, e-agreement and UAE PASS flows, designed high-fidelity web and app screens, and ran UX QA with developers for a resident services platform on iOS, Android and web.

Invest Bank (UAE): Led research, analysis, IA, team interviews, and end-to-end design; produced wireframes and high-fidelity flows aligned with WCAG guidelines and supported the dev team through the build phase.

SKILLS

Tools: Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Miro, Maze, HTML/CSS, SPSS, VS Code and Microsoft Office.
AI & Design: Figma Make, Claude, ChatGPT, Generative AI, AI-assisted UX/Design Workflows and Prompt Engineering.
Technical: User-Centered Design, Wireframing, Prototyping, Branding, Design Thinking, Interaction Design, Responsive Design, Data-Driven Design, User & Market Research, Design Systems & Components, Gap Analysis, Personas, User Flows, Information Architecture, Documentation and Inclusive Design (WCAG).