

DASARI SHIVA KUMAR

Sr. Product Designer | Healthcare - Fintech - Enterprise - SaaS | Hyderabad, India



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PROFESSIONAL SUMMARY

Senior Product Designer with 7 years of experience designing enterprise products across Healthcare, Fintech, Retail, and Supply Chain domains. Experienced across the end-to-end product design lifecycle including discovery, UX research, interaction design, prototyping, usability testing, accessibility, and developer handoff. Delivered measurable improvements including 35% incident reduction, 25% workflow efficiency improvement, 20% faster decision-making, and 18% higher customer satisfaction.

WORK EXPERIENCE

Sr. UI & UX Designer | Wipro | Hyderabad.

Mar 2022 - Present

- **Humana:** Redesigned Humana Clinical Guidance platform, reducing insurer identification time by 20% and improving task efficiency by 25%.
- **HP (Hewlett-Packard):** Redesigned HP Direct Connect and MPC portals, reducing incident rates by 35%.
- **Cynergy Bank:** Designed the end-to-end Open Banking experience for Cynergy Bank, improving task completion to 95%, reducing journey time by 40% and consent drop-offs by 35%, while supporting 20M+ annual API transactions.

UI & UX Designer | TCS interactive | Hyderabad.

May 2019 - Mar 2022

- **Brunswick (Lowe Boats):** Redesigned Lowe Boats' responsive purchase journey by simplifying boat configuration. Increased returning visitors from 25.7% to 37.7% while reducing cognitive load and improving conversion opportunities.
- **Health Ngage:** Designed end-to-end healthcare platform for premature baby caregivers, delivering personalised accessible care journeys. Achieved projected improvements of 68% retention, 38% care adherence, and 60% faster access to critical care information.
- **Ericsson:** Designed UX for Ericsson's Buffer Dimensioning platform, automating inventory planning, designed enterprise dashboard design, reducing inventory optimization time by 17%.

EDUCATION

Masters in Design | National Institute of Design | Ahmedabad

Jul 2016 - Mar 2019

- Masters in Toy and Game Design, Specialized in Play, Product and User Experience Design.
- Design Project on "Intersection of Sustainable Craft and Technology".

Bachelors of Technology | JNTU College of Engineering | Hyderabad

Jun 2009 - Mar 2013

- Electrical and Electronics Engineering.

SKILLS

- Product Strategy, UX Research, User-Centered Design, User Flows, Stakeholder Management, Interaction Design, Prototyping, Design Systems, Accessibility(WCAG), Responsive Design, Usability Testing, Figma, FigJam, Agile, Miro, Sketch, Adobe XD, Axure