

# SWAPNA YELLURU

Lead UX Manager - Strategist

M Des Universal Design | <https://www.linkedin.com/in/swapnayelluru/>



## Profile

I am a design manager working in the digital transformation and service design space. I combine design thinking with business strategy to approach complex problems and take user centered route towards solutions.

<https://www.swapnayelluru.co.uk>

(The website is password-protected. Please contact me for detailed access to my work.)

## Expertise

Build Lead and manage product design teams | Interactive physical and virtual service design workshops | Collaboration with tech, PM, and Scrum teams | Client interaction and communication

Skills: UX research and testing | Design system | Blueprinting | Storyboarding | Journey map | Wireframe, Interactive prototyping

## Education

**M. Des - National Institute of Design**

2016 - 2018 | Grade: CGPA 7.99

**B. Arch M.S Ramaih School of Architecture**

2008 - 2013 | Grade: CGPA 8.69

## Work Experience

**Zensar Technologies**

**Lead Design Manager - UXCX**

Stakeholder workshops, UX evaluation of current state, strategy development for future state , Journey mapping, Service design blueprint, Facilitating digital transformation and experience orchestration, Associate recruitment and management, User research, Wire-framing, Prototyping, Usability testing, Shadowing.

2019 - Present

**dreiform GmbH | Digital Designer**


Collaborate with strategists, drive product realization, provide internal thought leadership, conduct exploratory research for digital and augmented reality products, design, prototype, and test with focus groups.


2018 -2019

**Xpand Studio | Edger D Architects**

2013-16

Architecture, Interior design, Concept ideation, Design detailing, Drafting, Architectural plans, Presentations, Material sourcing, Site management, Workforce management, Team leadership

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# SWAPNA YELLURU

Design Researcher - Strategist

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My role until now has been driving design lead business model innovation through user research and service design and also leading a team of designers towards agile delivery projects

- Engage in discovery processes to gain insights into the current state of services and user experiences, as well as envisioning the desired future state.
- Develop and facilitate client engagement workshops and co-creation sessions
- Utilize expertise to craft detailed service blueprints, identifying gaps and problem statements with precision to drive effective design decisions. Additionally, create compelling visualizations of proposed solutions through techniques like storyboarding, demos, and process flows, effectively communicating the envisioned user experience.
- Take ownership of designing unmoderated user research initiatives with interactive A/B prototype creation, conducting moderated user research, and analyzing user research findings, systematically identifying pain points in user journeys and proposing actionable recommendations.
- Skillfully communicate research insights and recommendations through concise written reports/ decks and engaging presentations, ensuring clarity and impact.
- Offer valuable project management insights within consulting engagements
- Play an integral role in building and nurturing the design team, actively participating in recruitment, resource management, performance evaluation, and fostering a positive design culture of growth and retention.
- Provide mentorship and leadership to a diverse team of UX designers, researchers, UI designers, service designers, content writers, contractors, and interns and deliver high-quality design assets consistently, even in remote or virtual settings, while effectively managing design assets and systems.
- Collaborate closely with analytics teams to drive continuous improvement of products, iterating on design solutions based on feedback from various stakeholders, users, and subject matter experts.
- Engage in ideation sessions and contribute to the design of future service states, actively participating in roadmap planning and strategy discussions.
- Aid frontend developers by guiding them through user flows and micro-interactions, providing assets and preferred code samples from respective platforms (such as React JS).
- Assist QA in testing production environments, identifying user experience flaws, and raising bugs with detailed descriptions and necessary prototypes.
- Collaborate with the scrum team to manage design sprint planning efforts based on resource availability and deliver as per target timelines.
- Foster constructive collaboration with clients, product management teams, designers, analytics teams, front-end, and back-end engineers, and organizational leadership, ensuring alignment and seamless delivery of flawless solutions.