Gullala Sruthika

Empathy in design

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ABOUT

I'm a UI/UX Designer with 2+ years of experience creating intuitive, inclusive, and visually engaging digital products. Fueled by curiosity and inspired by real-life challenges, art, and photography, I blend empathy with aesthetics to craft thoughtful, user-first designs.

SKILLS

- **Tools**: Figma, Sketch, Adobe XD, In vision, Web flow, Framer, Miro, Principle, Optimal Workshop, Usability Hub, User Testing, Adobe Creative Suite
- **Design Skills:** UX & UI Design, Interaction Design, Visual Design, Product Design, Wireframing, Prototyping, Design Systems & Sprints, User Personas, Journey Mapping, User Research, Usability Testing, A/B Testing
- **Technical Skills**: Typography, Color Theory, Iconography, Identity Design, Empathy Mapping, JIRA, Slack, Ideation Techniques

PROFESSIONAL EXPERIENCE

Accenture   **Jan 2026 –Present**
UIUX Designer
- Designed responsive UI screens in Figma for a financial operations dashboard, applying a user-centered approach and modern design system best practices; improved user satisfaction by 25%.
- Facilitated stakeholder workshops across product, legal, and engineering teams, increasing alignment and reducing iteration cycles.
- Created personas, journey maps, and empathy maps to inform design decisions aligned with user needs and business objectives.
- Conducted usability testing to validate solutions, uncover navigation pain points, and improve task flow efficiency.

Architecture Business   **July 2024- Dec 2025**
- Designed and enchanted digital platforms (social media presence) to showcase architectural and art works.

Cognizant   **May 2022 –June 2024**
UI/UX Designer
- Redesigned the bank account transaction flow to enhance simplicity and engagement, resulting in a 35% boost in user retention and a 15% reduction in bounce rates, significantly enhancing user experience.
- Directed a thorough UX audit, identifying and resolving critical usability issues, which led to a 25% improvement in user satisfaction.
- Implemented advanced design methodologies that optimize user interaction flows, achieving a 35% increase in user engagement and a 50% rise in satisfaction rates.
- Collaborated extensively with Product Managers, Developers, and Marketing teams to weave UX principles into every phase of product development.

EXTERNAL WORKS:
Swift Pay
Designed multiple UI screens for a self-checkout app enabling QR/barcode-based shopping, digital payments, and queue-less checkout.

Worked on store listing, product browsing, scan-to-cart, payment, and order confirmation flows to enhance in-store customer experience.

Financial Advisor Booking App
Designed the end-to-end user experience for a mobile and web-based platform that enables users to seamlessly discover, compare, and book financial advisors.

Designed user flows, wireframes, and interactive prototypes in Figma for seamless advisor discovery and booking.

Conducted user research and competitor analysis to identify pain points, improving usability and trust.

Reduced booking steps from 5 clicks to 3, increasing user engagement and efficiency.

Developed a scalable design system and style guide, ensuring consistency across mobile and web platform

EDUCATION

Centurion university of technology and management, India.   **June 2018 -May2022**
Bachelor of Computer science of engineering
CGPA: 8.2

Google UX Design   **Aug 2025**
Professional Certificate