

Kavya Sriram | UX Strategist

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Summary

UX strategist specialising in **enterprise transformation, AI-accelerated design thinking, and customer-centric digital experiences**. Domain experience across **BFSI, Communications, Media, and Technology (CMT), and EdTech**.

Proven track record in stakeholder facilitation, RFP solutioning, design research, and building design capability: from published academic research to leading cross-functional teams through end-to-end delivery.

Experience

01 Senior Lead - Experience Design at Wongdoody, Infosys | Chennai, India | April 2026 - Present

Experience Strategy & Delivery

- Led end-to-end redesign of a savings platform for a major Irish bank driving discovery, UX strategy, and delivery of 100+ high-fidelity screens across complex customer journeys.
- Facilitated stakeholder workshops and iterative design sessions to surface opportunities, align priorities, and shape experience direction.
- Ensured consistency, scalability, and accessibility across all design outputs in close partnership with product, business, and engineering teams.

Business Development and Consulting

- Drove UX strategy end-to-end for a global financial services RFPs: from effort estimation to positioning our design capabilities in the final response as the lead UX SME representing the unit within Infosys. **Outcome: deal won.**

02 Lead - Experience Design at Wongdoody, Infosys | Chennai, India | July 2024 - April 2026

Experience Strategy & Delivery

- Led UX and UI delivery in the digital transformation of a global semiconductor company by shaping a robust design system that scaled across 100+ templates to optimise web content migration from their legacy system to their new system.
- Fostered a strong relationship with the clients growing the account creating more revenue to the company.
- Led digital transformation for an AI-powered Root Cause Analysis internal tool for a major global technology company by mapping business requirement to end-user requirements enhancing task completion rates by 60%.

Business Development & Consulting

- Designed for 15+ RFP pursuits for banking and investment clients. covering UI modernisation, rebranding, and digital transformation. **(Win rate for the proposals I contributed in ~ 60%)**

- Supported business development across BFSI domains through consultative design thinking and strategic recommendations.
- Led strategic RFP pursuits for a global banking organisation (UI modernisation) and an East Asian investment firm (rebranding and digital transformation).
- Led UX PoVs for EdTech clients through research, solutioning, prototyping, heuristic analysis, and executive storytelling.
- Presented capabilities and domain-specific design solutions during client visits and studio engagements, strengthening proposal quality and client confidence.

Leadership & Innovation

- Designed and led a 12-week cross-disciplinary design bootcamp, mentoring junior designers and enabling their successful transition into active delivery teams.
- Spearheaded an internal innovation initiative that reimaged a compliance-heavy experience into a human-centred, insight-driven solution — shortlisted as a potential domain offering. Worked on the project independently to build a conversational financial assistant (Wizr case study on my portfolio).

03 Associate UI/UX Designer at Sarvatech Labs | Bangalore, India | January 2024 - July 2024

- Designed end-to-end user experiences and interfaces for digital products, developing wireframes, interaction models, and high-fidelity prototypes aligned with user and business goals.
- Created investor-facing pitch decks communicating product vision, value propositions, and growth opportunities.
- Collaborated with developers to ensure design feasibility, consistency, and implementation quality.
- Contributed to establishing a cohesive visual language across all digital touchpoints.

04 Research Assistant at the Indian Institute of Technology Hyderabad | Hyderabad, India | October 2023 - January 2024

- Contributed in field research and led usability testing on digital transformation in rural FMCG supply chains across remote villages in Telangana, uncovering technology-adoption barriers and inclusive design opportunities.
- Co-authored a peer-reviewed paper published at ICoRD 2025 (International Conference on Research into Design) and included in Springer's Lecture Notes in Mechanical Engineering series.
- Research contributed to design frameworks addressing digital literacy, rural employment, and gender equity through kiosk and chatbot interfaces.

Recognition and Awards

- **UXathon — 1st Place (out of 88 participants)**, IIT Delhi CEP: AI-Led UX & CX Innovation for Leadership Programme. Led team Pink Authority in designing an AI-powered BuildTech platform for real estate transparency, validated through eye-tracking usability testing. (View Nestora under work in my portfolio)
- **External Jury Member** PES University, Institute of Design: invited to evaluate third-year student design presentations as an industry expert.

- **Published Research** "Digital Transformation in Rural FMCG Supply Chains and Technology Introduction: A Case Study of Remote Villages in Telangana State, India" - ICoRD 2025, Springer. DOI: 10.1007/978-981-96-5503-8_15
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Education and Certifications

- **Bachelor of Design (B.Des)** · PES University, Institute of Design
 - **AI-Led UX and CX Innovation for Leadership** · IIT Delhi, CEP
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Core Skills

- **Strategy & Research** UX Strategy · Experience Strategy · Service Design · Design Research · Design Thinking · Digital Transformation
- **Enterprise & Consulting** Enterprise UX · RFP Solutioning · Stakeholder Facilitation · Discovery Workshops · Client Consulting · BFSI Domain
- **AI & Design Practice** AI-Led Design Thinking · Design Systems · Interaction Design · Accessibility · Figma · Adobe Creative Suite