**Mounika Konidala**

**Senior User Experience Designer**

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**Portfolio: www.mounikakonidala.net**

**SKILLS**

**SUMMARY**

Figma

Miro

Microsoft 365

Jira

Sketch

Adobe Creative Suite

User Research

Prototyping – Interaction Design

Product Design

Web and Mobile App Design

Innovative and detail-oriented User Experience specialist, strategist, and

creative problem solver with 12+years of experience in designing web and

mobile experience that translate user insights into well-crafted, easy to use

products. Strong interaction and visual design along with UX Research

background with a proven record of developing and implementing design

solutions that meets business goals. A collaborative team player who thrives

in fast-paced environments and is passionate about delivering creative,

interactive, and innovative solutions. I believe having a knowledge in both

Research and Design gives me an immerse knowledge on building the

products that are relatable and influence interaction.

**EXPERIENCE**

**STRENGTHS**

**UX Design Lead OCT 2019 - CURRENT**

**Blue Cross and Blue Shield of Kansas City, Kansas**

**User-Centered Design**

5+ years of experience designing digital mobile experiences that focus on user needs and behaviors

* d a user experience strategy and framework in the organization ;

- Spearheaded user experience (UX) design initiatives as the team lead, utilizing Figma, Miro, and Jira to streamline project workflows and enhance collaboration.

- Led cross-functional teams in developing user-centric design solutions, ensuring alignment with business goals and user needs.

- Leveraged Figma to create wireframes, prototypes, and high-fidelity designs, fostering rapid iteration and feedback loops throughout the design process.

- Facilitated brainstorming sessions and design workshops using Miro, fostering creativity, and promoting effective communication among team members.

- Managed project timelines, tasks, and dependencies efficiently through Jira, ensuring timely delivery of high-quality design solutions.

Played different roles as Interaction Designer, User Experience Researcher,

Strategist, Product Manager and various others based on requirement.

* Experience in building web and mobile application designs.

**Collaboration**

Strong team skills and ability to collaborate with product and engineering partners to create successful digital products

* Designed & Implemented Executive Leadership Dashboard to understand

the member data every quarter and customer service calls for analysis.

* Educate Product Teams on what User Experience Researchers can do.

Worked directly with product teams to show how user research could

**Systems Thinking**

Ability to understand complex questions and communicate them in simple ways through design

improve their products through both professional insights and conducting

research.

* Create research driven designs to improve KPIs.

**Development Knowledge**

Have a basic knowledge on the development and ability to provide CSS and HTML. Have keen to learn new technologies

* Met with internal stakeholders and external users to preview design

decisions and create productive experiences.

- Conducted user research, usability testing, and heuristic evaluations to inform design decisions and drive continuous improvement.

- Mentored junior designers on best practices in UX design methodologies, tool proficiency, and collaborative techniques, fostering professional growth and development within the team.

- Advocated for user-centered design principles and design thinking methodologies, championing a culture of empathy, curiosity, and innovation within the organization.

**ACHIVEMENTS**

**Launching a successful Mobile App**

Led design efforts on a mobile app that reached good amount of downloads in its first year

**Improving User Engagement**

Implemented design changes that resulted in a 20% increase in user engagement and retention

**Sr. UX Designer APR 2018 - SEP 2019**

**Blue Cross and Blue Shield of Topeka, Kansas**

- Led end-to-end user experience (UX) design projects, harnessing the power of Sketch, Lucid, and other prototyping tools to conceptualize and implement innovative solutions tailored to user needs and business objectives.

- Established and maintained design systems and pattern libraries to promote consistency, scalability, and efficiency across multiple products and platforms, leveraging Sketch and Lucid to create reusable components and design assets.

- Created high-fidelity prototypes and interactive mockups to validate design concepts, solicit user feedback, and iterate on designs iteratively, refining user interactions and visual aesthetics based on usability testing results.

- Led design sprints, workshops, and design thinking sessions to foster creativity, explore innovative ideas, and solve complex design challenges collaboratively with team members and stakeholders.

* Build a User Experience team by defining roadmap and overall direction

**Received Best Employee Award from Citrix Systems**

Improvement on the pain points and user interactions helped to reduce the calls to the customer support

of the organisation vision and member goals.

* Evolved components in Acme Inc.'s design system resulting in a 10%

increase in design efficiency

* Collaborated with cross-functional teams to refine designs from

concept to high fidelity prototypes resulting in a 25% increase in

**Design Excellence Award**

Recognition to the outstanding contribution to the design of the products for Blue Cross and Blue Shield of Kansas Members

customer engagement

* Conducted surveys and created a report to help design team to

understand user needs on various similar projects.

**Product UX Designer FEB 2015 - APR 2018**

**Citrix Systems, Santa Clara, California**

- Spearheaded comprehensive user research and synthesis across various Networking products: crafted detailed personas, developed user scenarios, and facilitated affinity diagramming sessions to distill key insights.

- Fostered collaboration with cross-functional teams spanning business, engineering, product, and user experience domains to define research objectives and strategize user research initiatives effectively.

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* Drove user research and synthesis on multiple Networking products:

created personas and scenarios, led affinity diagramming sessions,

* Collaborated with cross-functional teams including business, engineering,

product and user experience to identify research objectives and plan user

research activities

* Translated user insights into digital experiences resulting in a

30% increase in app engagement

**Product Design Researcher Intern MAY 2014 - DEC 2014**

**Citrix Systems, Santa Clara, Califormia**

* Worked on Citrix branded home web products by demonstrating full

range of product thinking, interaction design, and visual design skills to

shape the future of Web experience

**EDUCATION**

* Masters in Human Computer Interaction **AUG 2012 - MAY 2014**
  + Wright State University, Dayton, Ohio, USA
* Bachelors in Communication Engineering **MAY 2006 - MAY 2010**