

# SREE SEVITHAA

## UX Researcher | Product Strategy | AI-Enabled Workflow

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UX Researcher with 3+ years conducting mixed-methods research across enterprise, healthcare, and consumer experiences. Skilled at translating complex service ecosystem insights into actionable product strategy and workflow improvements, collaborating with cross-functional teams to shape AI-enabled and research-informed product decisions.

### AREAS OF EXPERTISE

UX Research | Mixed-Methods Research | Qualitative Research | Quantitative Research | User Interviews | Survey Design | A/B Testing | Usability Testing | Semi-Structured Interviews | Concept Testing | Service Blueprinting | Journey Mapping | Research Synthesis | Customer Experience | Service Innovation | Storytelling | Facilitating Creative Thinking Workshop | Persona Development | Stakeholder Alignment | Cross-functional collaboration | Figma | Maze | Miro | NotebookLM.

### PROFESSIONAL EXPERIENCE

#### User Experience Designer • Selected Project (Stealth Startup) | Freelance

March 2026 – Present, USA

*Worked across multiple client projects, partnering closely with founders and teams to shape product direction and customer experience.*

- Investigated low organic sign-up performance by auditing the onboarding journey and speaking with users, identifying 13+ friction points and 4 critical blockers that inform product decisions before launch.
- Communicated research findings and onboarding pain points to stakeholders, translating insights into recommendations that inform product decisions before launch.
- Advocated for users throughout the pre-launch onboarding journey, refining signup flows to address friction before release.

#### Product Designer & UX Researcher • Inventure IT

Jan 2025 – March 2025, USA

*Point-of-Care ordering operations for clinical staff*

- Defined Point-of-Care ordering workflows, aligning UX leadership, PMs, and engineers on priorities while establishing a foundation for research-informed service innovation.
- Identified 20+ usability issues through heuristic evaluation of MVP workflows, surfacing friction points and guiding prioritized improvements with product and engineering teams.
- Collaborated with cross-functional teams to translate clinical workflow research into actionable insights that guided product changes and improved operational efficiency.
- Orchestrated current and future-state service blueprints, that improved medical assistant's care delivery workflows.
- Led iterative usability testing that reduced error-prone steps and increased task completion consistency, strengthening medical assistants' ordering workflows.

#### Product & UX Designer | Patient Experience • Deloitte x SCADpro

March 2024 – May 2024, USA

*End-to-end service workflows for AI-enabled healthcare communication*

- Conducted mixed-method research with ESL patients and providers, surfacing communication breakdowns that shaped opportunity areas.
- Developed structured evaluation criteria for clarity and comprehension, enabling consistent assessment of plain-language and 508-aligned health communication.
- Developed journey maps and service blueprints to identify friction across roles, handoffs, and information flow, shaping opportunity areas.
- Synthesized insights into decision-ready guidance that informed the direction of inclusive messaging features and guided exploration of AI-supported communication.
- Built and iterated a clickable prototype to test value propositions, refine flows, and document requirements before development hand-off.
- Sequenced capabilities into a 3/6/12-month implementation roadmap, aligning stakeholders on scope, dependencies, and phased delivery.

#### User Experience Design Lead | Internal Employee Experience • BMW USA x SCADpro

Sept 2023 – Nov 2023, USA

*Reshaping cross-team collaboration in vehicle production with an internal AI assistant*

- Led a 20-person cross-functional team, including 7 researchers, and planned the end-to-end research for BMW's AI assistant, defining the key questions that shaped early feature direction.
- Led survey design across four stakeholder departments, revealing workflow gaps and cross-team handoffs that shaped the assistant's navigation path.
- Mapped **feedback loops into a service blueprint**, clarifying decision paths and reducing alignment friction across cross-functional teams.
- Led concept testing for AI assistants; synthesized feedback to choose a final direction and refine emotional-state behaviors and response tone.
- Conducted usability testing and A/B experiments to evaluate of assistant behaviors, integrating perception ratings with qualitative feedback to refine tone, responsiveness, and role clarity across user groups.

- Delivered client presentations, translating work into clear recommendations that aligned stakeholders on the AI assistant direction and next steps.

**Service Designer • Georgia Conservancy**

Jun 2023 – Aug 2023, USA

*North Atlantic right whale conservation and a sustainable U.S. fishery ecosystem*

- Mapped value exchanges across a multi-tier ecosystem to identify fishermen as the key leverage point and prioritize pilot entry points for maximum impact.
- Led client-facing facilitations in service blueprinting, ideation workshops, and training sessions to support decision-making and prioritization.
- Synthesized **insights into 3 opportunity areas**: sustainable local market, consumer education, and empowering fishery workers.
- Defined service strategies and experience principles for the sustainable fishery using human-centered design and service ecosystem approaches.

**Creative Strategist • 70 Event Media Group**

Sept 2021 – Sept 2022, India

*Driving concept-to-execution through pitch-winning ideas across diverse accounts*

- Won 86% of pitches by translating ambiguous briefs into persuasive experience concepts and client-ready decks for brands.
- Aligned business development, client service, production, set, and art teams on scope and feasibility, reducing late-stage changes by under tight timelines.
- Built run-of-show narratives and stakeholder-ready storylines that accelerated approvals and kept cross-team execution aligned to the core concept.

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**EDUCATION**

**Savannah College of Art & Design, USA** Master of Arts in Service Design

Sept 2022 – March 2025, GPA 4.0

**University of Delhi, India** Bachelor's in Communication & Extension (Hons)

Sept 2017 – March 2020, GPA 4.0

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**CERTIFICATES:**

2026: [IBM SkillsBuild: AI in Healthcare '26](#)

2025: [Enterprise Design Thinking Practitioner](#) | [Agile Product Owner Role](#) | [AI-First Product Leader](#)

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**AWARDS:**

2025: SCAD Presidential Processional Honoree (4.0 GPA) | [Indigo Design Award \(8 Awards\)](#)

2023: [Indigo Design Award \(5 Awards\)](#) | SCADstartup - Top 5 Finalist