

SREE SEVITHAA

Product / UX-UI Designer | AI-Enabled Workflow

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Digital Product Designer with experience shaping AI-enabled, consumer products, and healthcare. Lead research, workflow design, prototyping, and cross-functional collaboration to turn complex user needs into scalable product decisions. Skilled at improving clarity, usability, and service experiences across digital platforms.

AREAS OF EXPERTISE

Design: End-to-end product & UX/UI design, interaction & visual design, micro-interactions, systems thinking, design systems & component libraries, responsive design, accessibility (WCAG), wireframing, prototyping

Tools & Front-end: Figma, Adobe CC, Maze, Miro, AI-assisted design (Claude Code, Lovable, Cursor, NotebookLM), design-to-code

Strategy & Research: Product strategy, user research, market & competitive analysis, Service Blueprinting, Journey Mapping, A/B testing, data-informed design, Facilitating Creative Thinking Workshop, Service Innovation, cross-functional partnership (product, engineering, data), storytelling & mentoring

PROFESSIONAL EXPERIENCE

Product Designer • ConnNext

May 2026 – Present, USA

End-to-end onboarding and rewards journeys for a consumer mobile product

- Owned the onboarding redesign: wireframed and prototyped three approaches, A/B tested them, and shipped the one that cut first-week drop-off from 73% to 41%.
- Restructured the navigation taxonomy for ConnNext's iOS, consolidating 5 top-level sections to 4 and rebuilding the center slot as a fixed create action, retiring a floating button that covered feed content.
- Wrote the onboarding screens in production code using Claude Code, removing a handoff hop where frontend engineers translated static designs before coordinating with backend, and cutting the design QA tickets that came out of that translation.
- Led the design for the points/reward redesign across three engineers. No direct reports. I set the direction in a kickoff doc the team aligned on, then designed and shipped it over two weeks.
- Owned end-to-end product design from concept to shipped pixels - interaction flows, UI, micro-interactions, and motion across mobile - as one of the first designers, shipping to a live product

User Experience Designer • Freelance

July 2025 – April 2026, USA

Partnering closely with founders and teams to shape product direction and customer experience.

- Improved pre-launch conversion readiness by leading the redesign of the acquisition and onboarding experience ahead of investor fundraising.
- Informed product priorities by auditing the end-to-end signup journey through user interviews and flow analysis, uncovering 13+ friction points and 4 critical blockers.
- Shaped a user-informed product roadmap by translating research insights into priorities focused on onboarding clarity, scenario-based financing exploration, and early traction readiness.
- Guided product direction by working closely with the founder & developer to align user needs, product decisions, and execution.

Product Designer & UX Researcher | Medical Assistant Experience • 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.
- 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.
- Conducted usability testing and A/B experiments to evaluate 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, 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.

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

CERTIFICATES:

2026: IBM SkillsBuild: AI in Healthcare '26

2025: Enterprise Design Thinking Practitioner | Agile Product Owner Role | AI-First Product Leader

AWARDS:

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

2023: Indigo Design Award (5 Awards) | SCADstartup - Top 5 Finalist