

Kiran Juvvalapalli

Lead User Experience (UX) Designer • Product Designer • 10+ Years of Experience

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Summary

From process to pixels, I design products that actually work. 10+ years leading UX for mission-critical, data-intensive enterprise software and SaaS in logistics, public transit and tolling, and retail. Drawn to human-AI interaction and AI-enabled enterprise products.

How I Work

- **Started in code, so I design for what can be built.** A front-end developer (HTML, CSS, JavaScript) turned designer, I prototype early and partner closely with engineering.
- **Problem before pixels.** User research, stakeholder and SME workshops, and honest trade-offs before a roadmap is set.
- **Systems over screens.** Design systems and patterns that keep complex, data-heavy workflows consistent and accessible (WCAG) as teams scale.
- **Good ideas rarely travel alone.** I set direction, mentor designers and align product, engineering and leadership around one picture.
- **Outcomes, not output.** Business studies taught me to judge work by what changes for people: task time, adoption, usability scores.

Experience

Lead User Experience (UX) Designer • Conduent — Hyderabad, India May 2019 – Present

- Lead UX for mission-critical, data-intensive platforms for **Fortune 500 and government clients** in logistics, public transit and tolling; lead **4–6 designers** in Agile teams.
- Rebuilt a **17-year-old** global document platform for a Fortune 500 logistics company, used by **~30,000 people in 177 countries**; usability rose from **39% to 62%** in testing. Created the enterprise UX style guide adopted as the standard for its modernization program.
- Designed dashboards and data visualizations (Power BI and in-application) for transit and tolling operations, from requirements and user flows to prototypes and developer handoff with accessibility checks.
- Define UX strategy with stakeholders, SMEs and architects; facilitate discovery and usability workshops; present design direction to client and internal leadership.

Senior User Experience Designer • Valuelabs — Hyderabad, India Sep 2017 – Jan 2019

- Led end-to-end UX for a cloud point-of-sale SaaS product (mobile and desktop: sales, inventory, reporting) with a **team of 4 designers**.
- Ran A/B and usability tests and partnered with developers through a two-phase public launch: **52% of trial users chose to pay**; around **1,500–2,000 users**.

UX Consultant (Freelance) — Remote Nov 2016 – Sep 2017

- UX strategy, user research and interaction design for health and fitness, fintech and sports products across mobile and web.

Senior UX/UI Designer • Melvault Technologies — Hyderabad, India May 2016 – Nov 2016

- Designed IoT interfaces for fleet management and smart lighting, simplifying complex technical workflows across web and mobile.

Earlier Roles: Web Designer and UI Developer (HTML, CSS, JavaScript) at Destino IT Solutions, Clorder Technologies and Creators Touch.

Skills

Skills: UX Strategy, Product Strategy, User Research, Usability Testing, Workshop Facilitation, Information Architecture, User Flows, Wireframing, Prototyping, Interaction Design, Design Systems, Accessibility (WCAG), Data Visualization, Dashboards, Enterprise UX, Design Leadership and Mentoring, Stakeholder Alignment, Agile, HTML, CSS, JavaScript

Tools: Figma, FigJam, Miro, Tokens Studio, Framer, Power BI, Adobe Illustrator, Affinity, Adobe Firefly, Hotjar; AI-Assisted Design Workflow: Claude, ChatGPT, Claude Code, Codex

Education

MBA (Finance), Distance Learning, Acharya Nagarjuna University, 2017 – 2019

B.Com, Distance Learning, Acharya Nagarjuna University, 2014 – 2017

Diploma in Multimedia and Animation, Image, 2008 – 2010

Outside Work: early-morning long runs, wandering new places, digital art, and reading about why people do what they do.

Last updated: October 2026