

Sai VidyaSri Giridharan

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Product Designer

Product Designer with a technical edge. 5+ years designing data-intensive products across clinical SaaS, fintech enterprise, and AI – combining UX research, technical execution, and strategic thinking to deliver measurable business impact.

Education

Carnegie Mellon University

Pittsburgh, PA | Dec 2025

Masters in Integrated Innovation for Products & Services [3.85/4.0]

Srishti Manipal Institute of Art, Design and Technology

Bengaluru, India | May 2022

Master of Design in Human-Centered Design [GPA: 8.42/10]

SASTRA University

Thanjavur, India | May 2018

Bachelor of Technology in Biotechnology [GPA: 7.38/10]

Experience

Builder Market Inc | UX/UI Design Intern

Santa Clara, CA | Jun 2025 - Aug 2025

- Identified and reduced **71.6% supply-side bounce rate** for a two-sided home owners-service professionals marketplace by designing and testing **15+ mobile and desktop onboarding prototypes** that improved service provider listing creation.

YUJ Designs [Design Agency] | UX Designer

Bengaluru, India | Jul 2022 - Jul 2024

- Redesigned mobile coupon eligibility and checkout flows for **Avis car rental (\$12B revenue)** on iOS/Android, partnering with **marketing to optimize UX copy** for coupons and drive conversions across millions of annual bookings.
- Designed a service tool for **Hero MotoCorp (6,000+ centers)** in collaboration with product managers and engineers, reducing job card creation by **5-8 minutes**, cutting manual documentation by **80%**, and projecting **\$5M+ annual savings**.

Solstis.ai | Product Designer

Pittsburgh, PA | Feb 2025 - Mar 2025

- Designed 0 to 1 solution for **agentic AI workflow automation tool** and crafted award-winning pitch decks (**McGinnis Competition 2025 winner**) translating technical AI features into user-centered value proposition.

Philips Respiration | Customer Experience Strategy

Pittsburgh, PA | Jan 2025 - Apr 2025

- Conducted **15+ user research interviews** with DME (Durable Medical Equipment) distributors, identifying **key value opportunities** that improved **customer retention** and generated **new revenue streams**.

Fidelity Investments | UX Designer (Contract)

Bengaluru, India | Nov 2023 - Aug 2024

- Designed an **enterprise compliance dashboard** that eliminated redundant navigation and streamlined workflows for supervisory principals, **reducing task completion time by 75%** and projecting **\$1M+ in annual productivity savings**.
- Built a **scalable design system** with **50+ reusable components** adopted by 6 product squads and 20+ applications, ensuring **WCAG accessibility** and visual consistency across the enterprise platform.
- Established design documentation standards and handoff templates that **reduced implementation errors**, cutting revision cycles from **2-3 iterations to <1 per sprint** and accelerating feature delivery.

ATI | Product Strategy

Pittsburgh, PA | Jan 2025 - Apr 2025

- Designed a **modular electrolyzer rental model** reducing upfront investment from **\$45M (full plant)** to **\$8,600/unit**, lowering **barriers to entry by 99%** and enabling **agile testing to accelerate green hydrogen adoption**.
- Created **interactive animated presentations** that transformed complex technical electrolyzer concepts into **accessible learning experiences** for diverse stakeholder audiences.

Zifo RnD Solutions [Healthcare] | Associate Analyst

Chennai, India | Sep 2018 - Oct 2019

- Built an **interactive clinical trial dashboard (React, custom CSS, R)** automating **data analytics** and report generation, **reducing turnaround time by 98%** (from 48 hours to 1 hour) for critical patient safety and trial management insights

Awards & Achievements

McGinnis Venture Competition, 1st Place Winner | Solstis.ai

2025

Co-Author, "EnTwine: A Critical and Creative Companion to Teaching with Twine"

2024

Skills

Tools & Tech: Figma, Adobe Creative Suite, Framer, Protopie, Sketch, Invision, Jira, V0, Confluence, Miro, Claude, Slack

Product Design & Strategy: User Flows, Information Architecture, UX Writing, User Interviews, Qualitative User Research, Usability Testing, User Testing, A/B Testing, Service Design, End-to-end Design, Heuristic Evaluations, Information Design, Design Systems, Responsive Design, Journey Mapping, Product Life Cycle, Product Strategy, Product Roadmaps,

Presentation Design, Data Analytics, Data Visualisation

Programming Language: R, SQL, HTML, CSS, React