

# SREENIDHI JAYAKUMAR

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End-to-end product development with a focus on User Experience Design, delivering design excellence and business outcomes over 2+ years.

## EXPERIENCE

### ConverSight (B2B SaaS for Product Analytics)

05/2024 - Present

#### Product Designer

Indianapolis, IN

- Led end-to-end design of **3 AI-first B2B SaaS web apps** for **data analysts and business leaders**, partnering directly with **CEO, CTO, PMs, and engineers** to deliver enterprise-grade, high-impact user experiences.
- Built **GenAI-powered forecasting tools** by conducting research with **20+ users**, defining personas, curating IA, and rapidly prototyping in **Figma** and **Lovable** — reducing delivery cycles and enhancing product-market fit.
- Co-created **product roadmaps** and **PRDs** through strategy workshops and **impact-effort** prioritization, balancing user advocacy with business outcomes to accelerate feature alignment and development.
- Designed and delivered **high-fidelity user flows** using **Figma** and **Lovable**, collaborating with **API and engineering teams** to ensure accurate data integrations and scalable UI implementations.
- Teamed with **customer success and sales** to track feature performance, close the feedback loop, and onboard **50+ customers** — contributing to a **120% growth** in product-driven revenue.
- Embedded AI tools like **Cursor, GPT, and Replit** into the design process for **lean prototyping**, code-aware UI logic, and iterative design studios — cutting time-to-prototype by **60%** and solving complex interaction challenges faster.
- Built and maintained a **modular visual design system** enforcing **WCAG standards**, aligning with **APIs**, and driving UI consistency — reducing support tickets by **60%** and simplifying engineering handoff.

### 16 Tech Innovation District (Coworking Space Management)

02/2024 - 05/2024

#### Innovation Entrepreneur - Intern

Indianapolis, IN

- Refined **booking workflows** on **Cobot**, decreasing booking time by **30%** and optimizing **task completion rates**.
- Created **20+ innovative layouts** on **Circle** — a social media for corporate, enhancing engagement and onboarding **80+ users**

### Revolution.ai (B2B SaaS for Revenue Operation)

10/2022 - 10/2023

#### Product Design Strategist

Chennai, India

- Led **Lean UX-driven** activities alongside **engineering, QA, and product teams**, tackling **complex workflow challenges** in **CRM and revenue operations**.
- Built **wireframes, rapid prototypes, and mockups** for **0-1 SaaS models**, validating scalable **go-to-market models** with **10+ customers** and the **CEO**, contributing to successful **\$500,000 seed funding**.
- Designed a **Scalable Revenue Visualization Dashboard** in **Figma**, streamlining **metric tracking**, collaborating closely with **engineers** to improve revenue **planning time by 80%** and reducing **decision-making time by 15%** for **400+ business leaders**.

## EDUCATION

### Master's in Human-Computer Interaction

08/2023 - Present

Indiana University

Indianapolis, IN

### Bachelor's in Architecture, Experience Design

09/2018 - 05/2023

Anna University

Chennai, India

## KEY ACHIEVEMENTS

### Speaker at IU Board of Trustee Meeting ([View](#))

- Represented 20,000 IUI students, promoting success strategies, networking, and entrepreneurship as a student.

### First Innovation & Entrepreneur Intern from Indiana University ([View](#))

- First student selected in a tech & art coworking space, leading innovation in apps that enhance human and corporate connections.

## SKILLS

**Product Design & UX:** Interaction Design, UX/UI Design, Wireframing, Rapid Prototyping, Analytical Design, Visual Hierarchy, Color Theory, Motion Principles, Design Systems

**User Research & Evaluation:** Usability Testing, User Needs Evaluation, Competitor Analysis, Heuristic Evaluation

**Tools & Platforms:** Figma, Adobe Creative Cloud, Cursor, Lovable, Replit, Bolt, InDesign, Jira, MS Office. HTML, CSS