

SINDHUSRI ADIDAMU

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SUMMARY

Mid-Senior UX Designer with 5+ years of experience designing and delivering user-centered, data-driven experiences for enterprise and consumer-facing products. Skilled in end-to-end design processes including research, wireframing, prototyping, usability testing, and developer handoff. Collaborative partner to cross-functional teams driving scalable, intuitive, and performance-optimized solutions.

WORK EXPERIENCE

CNA Insurance via Tata Consultancy Services

APR 2023 - Present

- Led UX redesign of enterprise underwriting platform to improve productivity and scalability.
- Delivered simplified workflows that doubled underwriter productivity and boosted performance by 45–50%.
- Partnered with engineering, QA, and business teams to ensure defect-free production delivery.
- Embedded usability testing within agile sprints to refine user experience and validate design decisions.

Silicon Valley Bank (SVB) via Tata Consultancy Services

MAR 2022 - APR 2023

- Sole UX designer driving end-to-end redesign of HR portal for 10,000+ employees.
- Conducted discovery workshops and card-sorting sessions to restructure information architecture.
- Improved NPS to 80% by delivering employee-centric designs and reducing HR support tickets.
- Collaborated with engineers and PMs through agile sprints for production-ready design delivery.

TCS BaNCS

MAY 2019 - MAR 2022

- Designed and scaled a cohesive design system for financial modules used across multiple platforms.
- Led UI overhaul that boosted platform NPS from 53 to 80 by improving consistency and usability.
- Created high-fidelity prototypes and workflows reducing design-to-development turnaround time.
- Partnered with global teams to maintain consistency and accessibility across interfaces.

IT Analyst

JUNE 2016 - MAY 2019

- Automated SQL-based reporting processes to track internal financial tools' performance.
- Documented processes to support compliance and improve transparency.
- Achieved consecutive top performance ratings (Band A) for reliability and delivery excellence.

EDUCATION

Bachelors in Computer Science and Engineering
Jawaharlal Nehru Technological University, Kakinada
Final CGPA: 3.5/4.0

MAR 2012 - MAR 2016

KEY SKILLS

Wireframing & Prototyping, User Research, Usability Testing, UX Strategy, Information Architecture (IA), Design Systems, Interaction Design, Data-Driven UX, Responsive Design, Agile Collaboration

TOOLS & PLATFORM

Figma, Adobe XD, Balsamiq, Miro, FigJam, Draw.io, SQL (Basic scripting for reporting), Agile / Scrum environments, HTML, CSS, Javascript, React