ADITHYA AHOBILA VAJJALA

PRINCIPAL PRODUCT DESIGNER | DESIGN SYSTEMS & PRODUCT EXPERIENCE LEAD

Enterprise Product Design • AI-Enabled Experience • Design Systems • UX Strategy

Houston, TX, USA | +1 (603) 609-5253 | adithya.ux@hotmail.com | linkedin.com/in/adithyaav | https://adithya-av.com/

PROFESSIONAL SUMMARY

Principal-level product designer and UX leader with 17+ years of experience shaping complex digital products across financial services, retail, healthcare, and enterprise operations. Leads end-to-end design from discovery, research, information architecture, and product strategy through interaction design, prototyping, validation, design systems, and implementation partnership. Known for simplifying complex workflows, aligning cross-functional teams, and building accessible, scalable product experiences.

CORE EXPERTISE

Product strategy & discovery • End-to-end product design • Enterprise UX • Information architecture • Journey mapping • Interaction design • User research • Usability testing • Responsive design • Prototyping • Design systems • Component architecture • Design tokens • Figma variables • Accessibility / WCAG • Design governance • Stakeholder leadership • Mentoring

PROFESSIONAL EXPERIENCE

Senior Experience Design Strategist | FCCU | Aug 2024–Present

- Own end-to-end product design for FCCU's public website redesign and digital banking application, from product discovery and problem definition through design delivery and implementation review.
- Define information architecture, navigation models, customer journeys, user flows, wireframes, prototypes, and responsive high-fidelity experiences across desktop and mobile.
- Shape accessible banking experiences by applying customer behavior, analytics, competitive context, usability principles, and business objectives to design decisions.
- Establish scalable design-system foundations across web and digital banking, including reusable components, interaction patterns, design tokens, Figma variables, responsive behavior, and accessibility standards.
- Partner with Product, Engineering, Marketing, business stakeholders, and leadership to translate customer needs and technical requirements into coherent product experiences.
- Review implementation with developers, resolve UX and design-system inconsistencies, and present product strategy, design rationale, and recommendations to stakeholders.

Lead UX Designer | Persistent Systems — Contractor | Feb 2023–Aug 2024

- Led UX strategy and execution for complex enterprise software, taking work from discovery and requirements analysis through production-ready design delivery.
- Conducted user research and usability testing; translated findings into information architecture, workflows, wireframes, prototypes, and actionable recommendations.
- Facilitated design sprints and stakeholder reviews; partnered with Product, Engineering, and business teams to align user needs, technical constraints, and business goals.
- Created UX documentation and guidelines, advocated for WCAG and ADA accessibility, and supported consistent implementation across products.

Senior UX Manager | Walmart | Aug 2021–Jan 2023

- Led end-to-end UX initiatives for complex enterprise and operational platforms, owning discovery, research, interaction design, prototyping, validation, and execution.
- Partnered with Product, Engineering, Marketing, and business leaders to define roadmaps and deliver user-centered solutions within enterprise constraints.
- Used research, usability testing, and A/B experimentation to inform design strategy and simplify complex workflows.
- Presented designs and insights to cross-functional and executive stakeholders; mentored designers and championed consistent, high-quality UX practices.

PROFESSIONAL EXPERIENCE — CONTINUED

UX Manager – Projects | Cognizant Technology Solutions | Feb 2010–Aug 2021

- Led UX and product design engagements across enterprise clients and industry domains, spanning discovery, research, information architecture, interaction design, prototyping, validation, and implementation support.
- Partnered with client stakeholders, Product, Engineering, and business leaders to define experience goals and translate complex requirements into usable, accessible solutions.
- Led interface and interaction design for core applications, using research, usability findings, and product data to guide iterative decisions.
- Presented and defended design strategies in cross-functional forums; mentored designers and promoted reusable patterns, design consistency, and continuous improvement.

Senior UI Consultant | Alliance Global Services | Jan 2006–Dec 2009

- Designed interfaces and interaction experiences for web products, including information architecture, sitemaps, user flows, wireframes, prototypes, and UI mockups.
- Collaborated with UX, Engineering, and business teams to translate product requirements into usable digital experiences and meet delivery commitments.

SELECTED PRODUCT & LEADERSHIP EXPERIENCE

DIGITAL BANKING & FINTECH

Public banking websites • Digital banking applications • Account and transaction experiences • Transfers, funding, payments, loans, and supporting services • Financial information architecture • Responsive and accessible customer journeys

ENTERPRISE PRODUCTS

Complex workflow design • Operational platforms • Research-led product strategy • Cross-functional roadmap collaboration • Executive presentations • Design critique and mentoring

DESIGN SYSTEMS

System strategy • Reusable components and patterns • Design tokens • Figma variables • Responsive behavior • Accessibility • Documentation • Governance • Designer/developer collaboration

SKILLS & TOOLS

DESIGN

User research, wireframing, prototyping, interaction design, usability testing, responsive design, design systems, accessibility (WCAG), design leadership and teamwork

DESIGN SYSTEMS

Figma, Figma Variables, Storybook, Zeroheight, Miro, Adobe Creative Suite, Sketch

PROJECT MANAGEMENT TOOLS

Jira, Azure DevOps (ADO)

AI TOOLS

ChatGPT, Claude, Figma AI, Figma Make, Miro AI, Adobe Firefly, GitHub Copilot

FRONT END

HTML, CSS, JavaScript fundamentals

CERTIFICATIONS

- AWS Certified Solutions Architect – Associate, Amazon Web Services
- Design Systems Certification, Memorisely
- Certified Usability Analyst, Human Factors International
- Diploma in Multimedia, Arena

EDUCATION

Bachelor of Commerce (B. Com)| 2000–2004