

# Keerthana Pareddy

Senior Product and UX Designer

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## Experience

### Senior UX Designer, Amazon Artificial General Intelligence

November 2021 - Present

- o Leading north star vision, strategy and launch for the OS redesign of LLM powered proactive Alexa experiences that includes personalized discovery, conversation facilitation and learning.
- o Spearheaded design effort to integrate feedback across model generated content to gather user feedback in order to improve personalization. Achieved executive alignment to prioritize feedback UX across all Alexa end points (Web, Mobile and Devices).
- o Led Multimodal design strategy and launch for Alexa Suggestions on Echo speakers and Echo devices with screens which quadrupled executive goal by driving +2.08MM incremental actions per week with a 11% conversion rate.
- o End-to-end design and launch of Alexa's notification system encompassing Personalized Notifications Center, Toast, User feedback and Settings. This initiative significantly improved user engagement with Notifications with a 11% conversation rate.
- o Conducted cross functional stakeholder design workshops to ideate on vision for Alexa proactivity and weekly design reviews with product managers, engineering and science to align on design direction.
- o Co-lead generative research for user expectations for a proactive smart conversational assistant. Defining research objectives to align with business goals and product artefacts to test design hypothesis.

### Interaction Designer, Ford Motor Company

October 2019 – November 2021

- o Define and evaluate strategic opportunities for the future of performance and commercial business through speculative thinking, concept design, prototyping, and exploratory research.
- o Collaborate with a large construction customer to uncover behaviors and propose experience solutions for jobsite safety while using Ford trucks.
- o Led UX efforts to launch internal tools – design knowledge-base, and multimodal prototyping platform.

### Founding Product Designer, Nemo Care

Funded by the Bill & Melinda Gates Foundation

April 2017 - May 2018

- o Collaborated closely with the cofounders to conceptualize and design a wearable solution to prevent premature neonatal fatalities. Designed user flows and wireframes for clinical trials.
- o Scoped and conducted early field research to identify pain points in neonatal ICU care.

### User Experience Designer, Think Tankers Innovative Solutions

Feb 2016 - June 2017

- o Led the design and development efforts of responsive web design for an assortment of clients like luxury food, schools, beauty etc. Worked closely with the engineering team to iterate and deliver the web experiences.
- o Designed web presence for first of its kind e-commerce clothing platform in India. Worked with the co-founders to dramatically improve user traffic and customer retention through improved usability and visual design.

### Motion Designer, Byju's - The Learning App

January 2014 - October 2015

- o Hired as the first design member of the Product team to create educational media through storytelling and information design for K-12 classes.
- o Led teams to successfully launch Biology and Physics modules for classes 10-12.
- o Played a significant role in defining the design workflow.

## Education

### M.P.S, Interactive Telecommunications Program (ITP)

Tisch School of Arts, NYU - 2019

### B.E, Electronics and Communications Engineering

Manipal Institute of Technology, India - 2014

## Skills & Methods

Design Thinking  
Information Architecture  
Journey/Experience Mapping  
Wireframing and Visual UI Design  
Designing with LLMs  
Concept Generation  
Lo-fi and Hi-fi Prototyping  
Motion Design  
Qualitative Research and Synthesis  
Usability Testing  
Storytelling  
Tangible Interaction Design  
Workshop Facilitation

## Expertise

Multimodal Design  
Conversational UI  
AI UX design  
North star Strategy  
Stakeholder Management  
Consumer Products  
International markets