

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 LLM powered Alexa experiences that includes suggestions, feature discovery and conversation facilitation through suggestions.
- 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 of Alexa's notification system encompassing Notifications Center, Personalization, Toast, and User feedback significantly improving user engagement and enhancing customer experience.
- o Re-designed and launched Notification Settings on Alexa Mobile App.

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, prototyping, and exploratory research.
- o Collaborate with a large construction customer to uncover behaviors and propose experience solution for jobsite safety while using Ford trucks.
- o Led UX efforts for internal tools – design knowledge-base, and multimodal prototyping platform.

Design Graduate Intern, Kaleidoscope Innovation

June 2018 - August 2018

- o Designed user flows, wireframes and interface for a medical enteral feeding pump intended to be used at home and hospital environments. Collaborated with engineers to develop a working prototype.

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.

Senior UI/UX Designer, Think Tankers Innovative Solutions

Aug 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.

UI/UX Designer, Liberent

Feb 2016 - July 2016

- 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.

Senior 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
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
AI design
North star ideation
Consumer Products
International markets