

SREERAG GOPALKRISHNAN

Senior UI/UX Designer | B2C & B2B SaaS | Design Systems | Accessibility

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PROFESSIONAL SUMMARY

Senior UI/UX Designer with 10+ years of experience leading end-to-end UX for B2C/B2B SaaS and mobile/web products serving 15M+ users. Skilled in building and scaling MVPs to growth, aligning UX with activation, retention, and business KPIs. Expert in design systems, data-driven iteration, and WCAG 2.2 accessibility, with proven impact on conversion and engagement. Recently upskilled in GA4 analytics and Material Design 3.

CORE SKILLS

Product & Strategy: Product Design, Product Discovery, Feature Prioritization, Product Lifecycle, KPI Tracking.

UX Core: UX Research, Interaction Design, Information Architecture, Usability Testing, Heuristic Evaluation.

Growth & Data: A/B Testing, Growth Experiments, User Retention, GA4.

Systems & Accessibility: Design Tokens, Component Libraries, WCAG 2.2 AA.

Technical Skills: Figma, Framer, Sketch, Adobe Creative Suite, Miro, HTML & CSS.

PROFESSIONAL EXPERIENCE

UX DESIGNER (Part Time - Consultant)

Cred Techno (January 2026 - Present)

- Drive end-to-end UX design for a ride-hailing MVP, aligning design decisions with activation, ride completion and driver retention metrics.
- Collaborate with product and engineering teams to prioritize MVP features aligned with activation and retention KPIs.
- Design and optimize booking, fare estimation, and driver-matching flows to reduce funnel drop-offs and increase ride request conversion by 15%.
- Conduct user research, define problems, ideate solutions, create wireframes and prototypes, usability testing, A/B experiments to validate features and accelerate product-market fit.
- Establish scalable design system components to streamline handoff and reduce design-to-development cycle time by 30%.

SENIOR UI/UX DESIGNER

Playerzpot Media Pvt Ltd (December 2017 - February 2024)

- Led end-to-end UX design for fantasy sports and gaming platforms serving 15M+ users across mobile and web.
- Conducted user research, usability testing, and competitive analysis to gather insights to improve core flows to build user-centred designs.
- Created wireframes, prototypes, user journeys, and high-fidelity UI for multiple product features.
- Designed and governed the design system in Figma with variables and tokens covering 100+ components, reducing design-to-development inconsistencies by 40%.
- Collaborated closely with product, engineering, and marketing teams to drive business-aligned UX outcomes.
- Mentored 4 junior designers on design critique, design thinking, and accessibility best practices.

UI/UX DESIGNER

Uniserved Technologies Pvt Ltd (April 2015 - November 2017)

- Owned end-to-end UX design for a food ordering platform (Orderzapp), improving checkout completion rate by 25%.
- Conducted user research and journey mapping to reduce cart abandonment and optimize order flow.
- Designed intuitive search, filtering, restaurant discovery and real-time order tracking and notification experiences to enhance user engagement and the post-purchase experience.
- Created scalable design system components to ensure consistency across the app.
- Collaborated with product, engineering, and marketing teams to align UX decisions with business KPIs.
- Improved onboarding experience, increasing first-time order conversion by 18%.
- Followed usability testing and A/B testing to refine navigation, microcopy, and checkout flow.

WEBSITE & GRAPHIC DESIGNER

Mesotek Software Pvt Ltd (October 2013 - March 2015)

- Designed responsive websites (35+ projects), marketing creatives, and branding assets for various clients.
- Improved design quality and UI consistency, increasing client engagement and conversions.
- Delivered logos, social media designs, banners, and promotional collateral.

EDUCATION

BACHELOR OF MANAGEMENT STUDIES (Marketing) - 2012

Tilak College of Arts, Commerce and Science, Navi Mumbai

CERTIFICATIONS

GOOGLE UX DESIGN CERTIFICATION - 2025

Coursera

AI ESSENTIALS CERTIFICATION - 2025

Coursera