

Harsha Peddinti

✉ harsha.peddinti123@gmail.com

📍 Whitefield, Bengaluru

☎ (+91) 8639785427

About

0-10x Product Designer and Ex front-end developer. Will take ideas from concept to production. Provided design and leadership experience to startups in HR Tech, AI and Healthcare.

Experience (9.1 Years)

Mesh.ai *Lead Product Designer (UI/UX)*

4 yrs 1 month • Jun 22 - Apr 26

- Spearheaded the end-to-end creation and documentation of a comprehensive design system for the company, ensuring consistency, efficiency and scalability across all modules and across platforms.
- Owned and led the design efforts for two key modules and overall product analytics, resulting in 5.91% of ARR and 790+ new seats:
- **Reviews Module:** Successfully designed and optimized the Reviews module for employees performance and for Admins calibrating performances, gathering insights through analytics and creating the review cycle. Resulting in 17% improved user feedback and 35% faster creation of review cycles(ToT). [Read featured story](#)
- **Engagements Module:** Led the design strategy for an engagement module enabling the regular collection of employee feedback through surveys and leading to 4% enhanced customer NPS.
- **Integration with GenAi:**
 - Pioneered the design and interaction of GenAi called Maven into the reviews and engagement modules.
 - I leveraged Maven's capabilities to transform feedback drafting, rephrasing and tonality control to foster effective communication and ensuring feedback aligns with company values for a positive work environment.
 - This resulted in 60% reduction in time to complete feedback, 215% improvement in feedback quality. [Read featured story](#)
- **Persona Insights:** Designed this feature, offering tailored user data to Buyers and Managers. Implemented data charts with prevalence, quality and outcome metrics across all modules, enhancing platform 6% increase in user engagement and 2% uplift in sales (80+ Seats).
- **People Analytics:** Led the design for this feature a structured method for visualizing organizational hierarchy and networks. Developed visualizations to uncover hidden, informal social networks, generating valuable insights on culture, engagement, inclusion and collaboration within the organization.
- Collaborated closely with cross-functional teams, including product managers, engineering, customer success and C-suite to align design goals with overall business objectives.
- Led design review sessions, fostering constructive feedback and inspiring a culture of design excellence.

Hypersonix.ai *Senior Product Designer ← Product Designer (UI/UX)*

2 yrs 5 months • Feb 20 - Jun 22

- Develop and explore to maintain and elevate our style guides and design system to support Web and Tablet interfaces.

Portfolio

Harshapeddinti.in

Skills

- Interaction design & Prototyping
- Product strategies
- Design systems & Styleguides
- Experience Research
- Mograph & Micro Interactions
- Branding & Identity Optimization

Tools: Adobe Suite, Figma, Sketch and Blender.

Languages: HTML, CSS & Python.

Education

VIT University *Vellore, TN*

Bachelors, Computer Science
2013 - 2017

Relevant Coursework:

Object Oriented Programming,
Internet and Web Programming,
Algorithm Design and Analysis,
Data Structure and Algorithms,
Visual Design Fundamentals,
Theory of Computation.

Research

Usability Testing: Published a paper under Ms. Bhavisha Virendra, Sightsavers on Testing Usability of the Eye Health EG Maps, Journal of Usability studies. (JUS)

Web Development:

Published a paper under Prof. Balasubramaniam V, SCOPE, VIT University on Semantic Web, IEEE Potentials magazine, Undergraduate Edition.

Experience Cont.

- Collaborated with Product, Design leads and developers to define product requirements, Roadmaps, Identity analysis, Behavior strategies, User flows and Visual Identity.
- Research new UI paradigms. defining animation guidelines and micro-interactions.
- Drive UX vision, create Product workflows and conduct Usability Testing, Affinity Analysis.
- Managing design process for marketing and branding based on the functional requirement of the media which helped increase in Conversion Rate Optimization and overall traffic.

Zealth *Product Designer (UI/UX)*

1 yr 7 months • Aug 18 - Feb 20

- Designed and deployed websites for two child companies. ([Findem.ai](#) and [Bridged.co](#)) My responsibilities included Heuristic analysis, Userflows, Wireframes and Visual Design.
- Complete Re-Design and launch of current website including Userflows and Visual identity.
- Designed and launched more than 30+ health and wellness products which are currently live on amazon and shopify.
- Designed all of the branding and marketing required by the sales and management team.

Nearbuy.com *Graphic Designer*

1 yr • Sep 17 - Aug 18

- Designed branding and marketing interfaces using Adobe Suite

Lincode Labs *Freelance Web Developer*

2 months • Dec 17 - Jan 18

- Designed and deployed login pages using Adobe suite, Bootstrap and CSS.