



PREETHI PRIYA KOLLIPARA

Contact: +91-90000 12008

E-Mail: preethikpriya@gmail.com | www.preethipriya.com

I am committed to creating mindful products and digital experiences. Understanding users and acknowledging their needs and frustrations is the key to improving functionality, ease of use and enjoyment.



- A focused, **Certified Usability Analyst (CUA) professional with 18+ years** of experience in Design Thinking, User Research, User Experience Design and strong understanding of web accessibility guidelines, with multiple domains experience such as Banking, Telecom and Health Care
- Exposure in designing user experience deliverables for corporate products in iterative, waterfall and agile development environments
- Expertise in handling projects from inception, requirement specifications, planning, designing, implementation, documentation and closure with cross-cultural teams
- Experience in handling client queries, providing them feasible solutions & building healthy relationships thereby achieving high customer satisfaction
- An enterprising leader with skills in leading personnel towards accomplishment of common goals

ORGANIZATIONAL EXPERIENCE

Since Oct'16 Tech Mahindra, Hyderabad as UX - Technical Architect

Key Responsibilities:

- Provide Leadership, direction and mentorship for a team of UX and Visual Designers, whilst leading creative and holistic thinking across diverse product releases, platforms and devices.
- As a UX manager whilst focussing on my own goals as an individual contributor, am also responsible to communicate goals for the entire team. Provide assessment, coaching and feedback to the team
- Deliver UX Vision, along with a plan for evolutionary, iterative updates, that actualise the larger vision over time.
- Build strong relationships and operating rhythms with leaders inside and outside their core product team to efficiently implement user experiences that are cohesive, inclusive and well informed.
- Implement culture and principles within the group, while setting new standards in executional and operational excellence.
- Understand the technical limitations and communicate ideas effectively to product and engineering teams

Projects

1. Project Name: Lease Management & Payment System (LMPS)
Client: AT&T
Functional Skills: UX Research, Wireframing and liaising with design and development teams
Project Description:
LMPS is a web-based Network Lease Management & Payment System that enables the consolidation of real estate operations and management. This is a primary system to Manage the Mobility Cell Site Leases (Tower, Ground, Equipment etc.). These leases are Account Payables and Receivables in nature. It is used for TOWER real estate operations and management. Users can create lease and process payment for Lease Rentals / One Time Payment/Recurring Payment. LMPS is supporting Market to digitally manage the whole lease and payment management lifecycle.

Contribution: As a UX Product Owner for the LMPS Application worked on 6 modules and my responsibilities include -

- Interacting with the Clients and Users to understand their pain areas whilst interacting with the application
- Understanding the application, reviewing it and providing UX recommendations
- Understanding the requirements from the product and business owners
- Converting the requirements into wireframes
- Delegating and monitoring daily tasks assigned to Visual Designer

- Liaising with cross functional teams, like product owners, developers and clients, to monitor if the developed web pages are in line with the mockups

Achievement – “Client liked the UX Recommendations we provided which reciprocated in TechM Team getting an additional headcount (6 FTEs) approvals into the project to develop these recommendations”.

2. Project Name: Network Operations Centre NOC
 Client: Verizon
 Functional Skills: UX Research, Wireframing and liaising with design and development teams
 Project Description:
 Verizon Operations Centre is One Stop place for E2E Event Management. Operations center is an application to systematically manage network capacity, outage and service restoration. OC application helps technicians track real time disaster and emergency events, including but not limited to, tornadoes, earthquakes, flooding, freezes and other events that cause Verizon network cell outages. When these types of events occur, the outages are tracked within this system.

As part of phase 1 of the project an iPad app was proposed so that the users can get the snapshot of the OC and update the required info on the go.

Contribution:

- Interacting with business and IT stakeholders on design goals, business and user requirements
- Conduct UX Review for the existing application and propose recommendations.
- Liaise with the design team, ios developers and the onsite team
- Conduct status meetings and send timely mails to notify the progress to the onsite team
- Received “Pat on Back” award for the contribution made to the project.

Jun’08 – Sep’16 HSBC Operations, Services and Technology - Operations, Hyderabad as Manager – Payments Service Management – Payments Business Service

Actively involved in:

- Ensuring that an end product achieves its business objectives whilst providing users with the most effective, efficient and enjoyable experience.
- Strategically plan and dynamically adapt to ongoing change when designing a user experience roadmap that aligns usability metrics with business goals, in partnership with cross functional teams across multiple business units and spread across different geographical locations
- Work with stakeholders, product managers, business analysts for understanding requirements and business goals. Define and implement usability strategy across projects
- Organize and conduct usability tests and evaluations, as well as contextual inquiries
- Analyze web logs using web trends and suggest suitable usability solutions

Highlights:

- Successfully managed projects from initial concept through release. To name a few which brought lot of appreciation and are called as the “**Best User Experience applications**” are listed below -
 - o Payments Business Intranet
 - o Skill Enhancement Learning Framework (SELF) Intranet
 - o WorkForce Management Tool (Involved in the UI Design only)
 - o Cross Border Account Opening form
 - o Wolf Work Request Tracker form

All these are internally used Web-applications / SharePoint forms. There was an increased user satisfaction and perceived find-ability of information compared to the legacy systems / desktop applications which were used prior to deploying these applications.

- I was involved in the design & development of 20+ intranets. Acting as a content gatekeeper and champion of Intranet best practice, the role evaluates the effectiveness of all communication activities via the online channel, as well as other mediums, and provides guidance and support to intranet content owners, ensuring adherence to internal communication policies and guidelines.
- Worked in London for 5 months on work permit for a short term assignment (GPS Intranet) and had been part of one of the major releases of the bank i.e. GPS (Global Payments Services) deployment in 2010
- *Received Special Recognition award for designing a user friendly application – SELF (Employee progression application) Intranet*

PREVIOUS EXPERIENCE

Jun'06-Dec'07	CES Pvt. Ltd, Hyderabad as Senior User Interface Designer at Client - Countrywide Financial Corporation India Services Pvt. Ltd - CFCI (Taken over by Bank of America)
Aug'05-May'06	Lera Technologies Pvt. Ltd., Hyderabad (www.leratechnologies.com) as User Interface Designer
Nov'04-Jul'05	Pennywise Solutions, Hyderabad as Associate Design
Jan'04-Oct'04	CEHP – Centre for Excellence and Human Performance, Hyderabad as Multimedia Designer (Contractor)
Jul'02-Dec'03	Sugati Infotech Pvt. Ltd., Hyderabad as Multimedia Designer

TECHNICAL SKILLS

UX Research & Design	User Research, Information Architecture, Wireframes, Card Sorting, Affinity Mapping, Remote & In-person Usability Testing, Observational Studies, User Interviews, Contextual Enquiries, Brainstorming, Ideation, Sketching, Persona Creation, Task Flow mapping and Accessibility (WCAG) Guidelines
Prototyping Tools	Adobe Photoshop, Adobe Illustrator, Adobe Fireworks, Adobe Flash, Adobe Dreamweaver, Axure, PowerPoint, HTML, CSS, Basic understanding of DHTML, JavaScript, and ASP

ACADEMICS, CERTIFICATIONS & TRAININGS

Educational Background

- MBA-IT through distance education from Sikkim Manipal University (SMU) in July 2006, India
- Bachelor of Sciences in Electronic Equipment Maintenance (Mathematics, Physics, Electronics, and Electronic Equipment Maintenance) from Nagarjuna University in MAY 2000, Vijayawada, India

Certifications

- Certified Usability Analyst (CUA) from HFI – Human Factors International in July 2013
- 6 months Diploma in Web Designing from Arena Multimedia

Training (s) attended

- Successfully completed training in Project Management Practitioner (PMP) from Simplilearn in May 2015.
 - User-Centered Analysis and Conceptual Design by HFI in July 2013
 - The Science and Art of Effective Web and Application Design by HFI in July 2013
 - Practical Usability Testing by HFI in July 2013
 - Putting Research into Practice by HFI in July 2013
-