



Shiva Prasad Adicherla

Lead Product Designer

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“Strategically designing products for exceptional user experiences - leveraging 9+ years of experience as a product designer and an MBA to drive innovation.”

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Experience

9 Years, 8 Months



DP World

Lead Product Designer

Dec 2022 - Present

Leading the design of high-performance Supply Chain Metaverse and E-commerce products, while simultaneously providing training and mentorship to junior team members. By leveraging my expertise and experience, I aim to cultivate their skills and facilitate their professional growth, ultimately contributing to the overall success of the organization. As a proficient professional in the field of product design, I remain dedicated to establishing a culture of design excellence and innovation



Planful

Senior Product Designer

July 2021 - Dec 2022

Responsible for designing AI driven anomaly detection module which provides deep insight and comprehensive analysis, Identify risk, eliminate human mistakes, erroneous bookings and unusual transactions.



Innominds SEZ India Pvt Ltd

Senior UX Designer

Oct 2019 - June 2021

Digitalized warranty registration and service journey application design for a leading battery manufacturer by conducting behavioral research through user interviews, field study across multiple locations, Conducted Usability Testing and Analyzed both Quantitative & Qualitative data to produce UX artifacts. Expertise in Information Architecture, Interaction Design, Critique In-progress design work are my strengths that help me to deliver compelling experiences based on use case requirements



Deloitte Touche Tohmatsu Limited

Experience Designer AR/VR/MR

Nov 2017 – Oct 2019

Contribute to the overall vision and user strategy for AR/VR apps and platforms, from concept exploration through implementation, working closely with software engineers to build designs. Rationalize and justify design work clearly; advocate for users' needs. Interpret and translate complex technologies into simple and beautiful immersive products and user experiences. Communicate the user experience at various stages of the design process by making compelling designs and concepts and expressing them in compelling visual and verbal ways, such as: stories, sketches, wireframes, flow diagrams, models, 2D/3D mockups and prototypes



Cognizant Technology Solutions

UX Designer

Nov 2014 - Aug 2017

Meeting with clients to understand their desired goals and objectives. Ideate websites and mobile apps by sketching ideas, and creating detailed wireframes based of content strategist planning. Work both independently and collaboratively with team members to design solutions that meet client needs with the goal of surpassing expectations. Present work to clients and explain design rational using animated mock ups to illustrate functionality.



Microsoft India Development Center(Cognizant Deputed)

UX Designer

Jan, 2015 - July 2015

Effectively led the delivery of the Massively Empowered Classrooms project, a groundbreaking initiative aimed at providing underprivileged graduates with training in job-ready skills. In my role as a project lead, I was responsible for spearheading user research efforts to identify the most effective training methodologies and for developing the information architecture and interaction design of the program. By utilizing my skills in user research, information architecture, and interaction design, I was able to contribute to the development of an innovative and impactful solution that served to address a critical societal need.



People Tech Group

Jr UX Designer

Sep 2013 - Nov 2014

Received specialized training in UX under Jason Levine, Washington University visiting professor and applied this knowledge to my work on General Motors' infotainment system for the Cadillac CUE. In this capacity, I ensured compliance with GM's rigorous usability guidelines while designing features such as audio and phone interfaces. I also produced wireframes and visual mockups to facilitate the design process, contributing to the successful implementation of a user-centric and functional infotainment system

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Skills



People Management

Successfully recruited and assembled a high-performing team of designers from the ground up. In this capacity, I provided ongoing mentorship and guidance to team members, sharing my expertise in design principles and best practices to support their professional development



Design Ops

Played a critical role in several projects by enabling design teams to deliver high-quality design solutions in a timely and efficient manner. My contributions included implementing standardization and creating a streamlined pipeline that empowered team members to focus on their core responsibilities, such as research, ideation, and design execution. By providing operational support and facilitating effective communication and coordination among cross-functional teams, I helped ensure a seamless design process that aligned with organizational goals and user needs. Overall, my efforts were instrumental in improving collaboration, increasing productivity, and enhancing the quality of deliverables



Design and Prototyping

Adept in UX and rapid prototyping for web, mobile and AR/VR applications. I use Unity3D to produce prototypes for augmented and virtual reality applications, which is proven to be a game changer production pipeline



Communication

Good oral and written communication skills. Have given demos on behalf of my company to more than 300 CXO's, actively took part in stakeholder meetings in most of my projects and have a knack to discover insights from user interviews.

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Education



Indian School of Business

MBA
2022-2023



JNTU-Hyderabad

Bachelor of Technology(IT)
2009-2013