Deepthi Upendra

Senior UX Designer | UX Research Strategist

✉ deepthiu95@gmail.com   ☏ +91-7981752876   in *deepthiu-ux*   🌐 *Location: India | Open to Relocation*

Portfolio: <u>deepthidesigns.com</u> | Includes case studies across banking, healthcare, insurance & retail sectors.

Summary

Proven track record of leading UX transformation at Fortune 500s like Citi, Accenture, and UHG. 8+ years optimizing complex digital ecosystems through research-led design, increasing engagement, revenue, and customer satisfaction. Skilled in leading cross-functional teams, scaling research operations, and delivering user-centered solutions across fintech, healthcare, and insurance. Passionate about empowering users and businesses alike through thoughtful, inclusive design. Actively seeking relocation to Australia to contribute to innovative, customer-first teams.

Core Competencies

- **User Research:** Usability Testing, Interviews, Surveys, A/B Testing, Card Sorting, Heuristic Evaluation
- **UX Design:** Journey Mapping, Wireframing, Prototyping, Design Systems, Accessibility
- **Tools & Tech:** Figma, Miro, Sketch, InVision, Adobe XD, Jira, Confluence
- **Processes:** Agile Methodologies, Human-Centered Design, Design Thinking, Inclusive Design
- **Collaboration:** Cross-functional Teams, Stakeholder Communication, Workshop Facilitation

Experience

CitiBank India   *August 2023 – Present | Full-Time (40 hrs/week)*
Senior UX Designer – Research-led

- Led the research and design of enterprise-level banking products, improving user task completion rates by 45% and reducing support tickets by 30%.
- Directed usability testing, heuristic evaluations, and journey mapping to uncover critical UX gaps for internal audit projects and banking clients.
- Established a centralized research repository used by 200+ stakeholders, reducing duplicated efforts and saving $150K/year in operational costs.
- Collaborated with product managers, engineers, and compliance teams to ensure seamless execution of design strategies across multiple banking verticals.
- Recognized by leadership for influencing a $5M+ roadmap through strategic design insights across 5 countries.

UnitedHealth Group   *Aug 2021 – Aug 2023 | Full-Time (40 hrs/week)*
UX Designer – Digital Transformation

- Spearheaded the design of a patient-facing portal, increasing retention by 28% and contributing to $3M+ in revenue through improved conversions.
- Automated UX research workflows to reduce time-to-insight by 60% across agile product teams.
- Designed prototypes and ran A/B tests to validate design hypotheses, directly improving key health plan journeys.
- Launched remote testing framework, increasing stakeholder satisfaction by 90% while reducing costs by 35%
- Led the implementation of dark mode interfaces for complex healthcare dashboards—praised at the organizational level for design excellence.
- Acted as the go-to designer for visual branding; approached by UHG leadership at US HQ for custom logo design and identity work across internal initiatives

Accenture   *Jan 2019 – Aug 2021 | Full-Time (40 hrs/week)*

UX Designer – Enterprise Platforms

- Built a unified design system reducing development time by 55% across 12 teams
- Led insurance platform redesign increasing process efficiency by 60% and generating $1.2M revenue
- Spearheaded the development of a scalable design system that reduced dev cycles by 55% and unified 500+ touchpoints across enterprise platforms.
- Mentored 8 junior designers with a 100% promotion success rate

Cognizant   *Dec 2017 – Jan 2019 | Full-Time (40 hrs/week)*

Hybrid Designer : UX Designer, UX Reserach

- Led user research and wireframing for a digital insurance portal, which received internal innovation awards and boosted CSAT by 45%.
- Implemented rapid prototyping techniques, reducing iteration cycles by 50% and enabling faster time-to-market.
- Conducted card sorting and tree testing to improve information architecture and discoverability across platforms.

Notable Projects

- **Banking Policy Implementation Research (Citibank):** Improved usability and engagement by 20%
- **Insurance Portal (Cognizant):** Delivered complete UX strategy, earning innovation awards
- **Healthcare UX (UHG):** Developed personas and journey maps, enhancing patient engagement

Awards

- **Design Excellence Award (Accenture):** Recognized for leading a top-performing UX research project.
- **Travel Community Engagement:** Built a social media community of 3,000+ through storytelling and content strategy.

Education

Bachelor of Fine Arts | Jawaharlal Nehru Architecture and Fine Arts University

2013-2017

University Gold Medalist

Certifications

- Completed SAP Design Thinking training as part of Accenture's internal learning program
- Internal trainings in UX tools and web processes conducted at United Health Group, CitiBank