

VINITA MALLAPALLY

UX DESIGNER

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PROFESSIONAL SUMMARY

UX Designer with 4+ years of experience delivering end-to-end design for enterprise fintech (Mercury) and consumer food delivery (Zomato). Reduced onboarding abandonment by 12%, drove an 18% increase in daily active users, cut time to insight by 40% for 200,000+ weekly partners, and increased retention by 15%. Proficient in Figma, Storybook, Zeroheight, ProtoPie, Framer, and Adobe XD. Skilled in user research, usability testing, journey mapping, design systems, WCAG 2.1, and Agile/Scrum.

TECHNICAL SKILLS

Tools: Figma (Auto Layout, Variables, Dev Mode), FigJam, Sketch, Adobe XD, ProtoPie, Framer, Webflow, WordPress, Storybook, Zeroheight, Google Analytics, Hotjar, ChatGPT (Ideation, Research Synthesis, Prompt Engineering), Midjourney, Adobe Firefly, Adobe Creative Suite, After Effects, Lottie, Rive, Spline

Design Skills: Product Design, UX Design, UI Design, Interaction Design, Visual Design, Information Architecture, Design Systems, Wireframing, Prototyping, User Research, User Interviews, Usability Testing, A/B Testing, Heuristic Evaluation, Journey Mapping, Personas, Affinity Mapping, Accessibility (WCAG 2.1), Inclusive Design

Technical Skills: HTML5, CSS3, JavaScript (Basic), React (Familiar), Jira, Confluence, Miro, Agile/Scrum

PROFESSIONAL EXPERIENCE

Mercury | UX Designer

San Francisco, CA | Jan 2024 – Present

- Redesigned the account onboarding workflow using Figma and ProtoPie, reducing setup abandonment by 12% after three rounds of user validation.
- Simplified the admin dashboard and team permissions console, enabling startup administrators to manage access and spending limits 30% faster.
- Conducted 20+ user interviews with founders, CFOs, and finance teams, uncovering friction points that shaped the treasury management roadmap.
- Executed A/B tests on a core transaction feature used by 100,000+ monthly active businesses, driving an 18% increase in daily active users.
- Architected a reusable design system with 150+ UI elements in Storybook and Zeroheight, adopted by 5 cross-functional teams, cutting UI implementation time by 25%.
- Created high-fidelity interactive prototypes for a new payment approvals feature using Framer, achieving 92% positive feedback in usability tests with 15+ participants.

Environment: Figma (Auto Layout, Variables, Dev Mode), Storybook, Zeroheight, ProtoPie, Framer, Google Analytics, Hotjar, Jira, Confluence, Miro, Agile/Scrum, WCAG 2.1, HTML5, CSS3

Zomato | Product Designer

Bangalore, India | Feb 2021 – Dec 2022

- Redesigned the restaurant partner analytics dashboard with personalized data visualizations, reducing time to insight by 40% for 200,000+ weekly active partners.
- Increased weekly active restaurant partner retention by 15% through simplified navigation and real-time performance alerts (order volume, ratings, delivery times).
- Built a unified design system for Zomato's internal partner tool suite in Storybook, reducing UI inconsistency across 8 product modules by 55%.
- Conducted 25+ usability testing sessions with restaurant owners and managers, achieving an 88% task completion rate through iterative prototyping.
- Designed mobile-first interactions for menu management and promotional campaign features, resulting in a 25% increase in campaigns created per partner.
- Facilitated remote design thinking workshops with product managers and engineers, generating 30+ design solutions for restaurant monetization features (featured listings, ads, commission optimization).

Environment: Figma (Auto Layout, Variables, Dev Mode), Adobe XD, ProtoPie, Framer, Storybook, FigJam, Miro, Maze, Google Analytics, Jira, Confluence, HTML5, CSS3, Agile/Scrum, WCAG 2.1

PROJECTS

Mercury Bank Onboarding & Permissions Redesign | Figma, ProtoPie, Miro, A/B Testing

- Redesigned account onboarding workflow for Mercury's banking platform, reducing setup abandonment by 12% through user-validated prototypes.
- Executed A/B tests on a core transaction feature impacting 100,000+ monthly active businesses, driving an 18% increase in daily active users.
- Architected a reusable component library adopted by 5 cross-functional teams, reducing UI implementation time by 25%.

Zomato Restaurant Partner Dashboard & Design System | Figma, Storybook, Usability Hub, Maze

- Redesigned restaurant partner analytics dashboard with personalized data visualizations, reducing time to insight by 40% for 200,000+ weekly active partners.
- Built a unified design system across 8 product modules, reducing UI inconsistency by 55% and increasing weekly active partner retention by 15%.
- Conducted 25+ usability testing sessions achieving 88% task completion rate and 94% positive prototype scores before development.

EDUCATION & CERTIFICATIONS

- Master of Science in Information Technology** | St. Francis College | New York, NY
- Bachelor of Engineering in Computer Science** | Aurora's Technological & Research Institute | Hyderabad, India
- Google UX Design Professional Certificate
- Certified AI Design Fundamentals (Prompt Engineering)