VINITHA MALLAPALLY

UX DESIGNER| PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

UX Designer with 4+ years of experience crafting intuitive digital experiences for fintech and consumer products. Partners with product managers, engineers, and researchers to solve complex user problems through research, prototyping, usability testing, and scalable design systems. At Mercury, redesigned onboarding and payment workflows that reduced setup abandonment by 12% and increased daily active users by 18%. At Zomato, transformed partner analytics and restaurant tools, boosting retention by 15% and cutting time-to-insight by 40%. Passionate about simplifying complex workflows into accessible, user-centered experiences that drive measurable business outcomes.

TECHNICAL SKILLS

- **Design & Prototyping Tools:** Figma (Auto Layout, Variables, Dev Mode), FigJam, Sketch, Adobe XD, ProtoPie, Framer, Webflow, WordPress
- **Design Systems & Documentation:** Storybook, Zeroheight, Component Libraries, Design Tokens, Style Guides, Atomic Design
- **Research & Testing:** User Research, User Interviews, Usability Testing, A/B Testing, Heuristic Evaluation, Journey Mapping, Personas, Affinity Mapping, Survey Design, Card Sorting
- **Analytics & Validation:** Google Analytics, Hotjar, Maze, UserTesting.com, A/B Testing Platforms, Quantitative Analysis
- **Development & Collaboration:** HTML5, CSS3, JavaScript, React (Familiar), Jira, Confluence, Miro, Agile/Scrum, WCAG 2.1, Inclusive Design
- **AI & Emerging Tools:** ChatGPT (Ideation, Research Synthesis, Prompt Engineering), Midjourney, Adobe Firefly, Adobe Creative Suite, After Effects, Lottie, Rive, Spline

PROFESSIONAL EXPERIENCE

Mercury | UX Designer |San Francisco, CA **January 2024 – Present**

- I'm currently redesigning the business account onboarding experience, running user tests across three design sprints to validate our approach and reduce setup abandonment by 12%.
- I'm simplifying the admin dashboard and team permissions console so startup administrators can manage user access and spending limits more efficiently and with less confusion.
- I regularly conduct user interviews with founders, CFOs, and finance teams — I've done over 20 so far — and use affinity mapping and journey mapping to turn their feedback into actionable product improvements for treasury management.
- I'm running A/B tests on core transaction features used by over 100,000 monthly active businesses, which has already driven an 18% increase in daily active users.
- I'm building a reusable design system with 150+ UI components in Storybook and Zeroheight that's being adopted by 5 cross-functional teams, cutting UI implementation time by 25%.
- I'm creating high-fidelity interactive prototypes for payment approvals using Framer, and recent usability tests with 15+ participants have shown 92% positive feedback.
- I regularly analyze Hotjar session recordings to find where users drop off in money transfer flows, then iterate on designs to boost completion rates.
- I also facilitate bi-weekly design critiques and knowledge-sharing sessions for our team of 6 designers, encouraging inclusive design practices and keeping our Agile workflow smooth.

Environment: Figma, Storybook, Zeroheight, ProtoPie, Framer, Google Analytics, Hotjar, Jira, Confluence, Miro, Agile/Scrum, WCAG 2.1, HTML5, CSS3

Zomato | Product Designer |Bangalore, India **February 2021 – December 2022**

- Redesigned the restaurant partner analytics dashboard with personalized data visualizations, reducing time-to-insight by 40% for 200,000+ weekly active partners.
- Simplified navigation and implemented real-time performance alerts order volume, ratings, delivery times, contributing to a 15% increase in weekly active partner retention.
- 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, iterating on prototypes to achieve an 88% task completion rate.
- 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).
- Partnered with localization teams to adapt the partner app for 5 regional languages, improving adoption by 18% in non-English speaking cities.
- Collaborated with data engineers using Miro for ideation and affinity mapping, reducing clicks to critical information from 5 to 2 through information architecture restructuring.

Environment: Figma, 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

- **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

CERTIFICATIONS

- Google UX Design Professional Certificate
- Certified AI Design Fundamentals (Prompt Engineering)