

CHAITHRA R REDDY

Transforming complex workflows into digital experiences that deliver measurable ROI, like reducing TAT by 40% and driving 60% of organic leads. I lead with empathy and expertise, establishing Design Systems and defining strategic OKRs that align creative output with aggressive business growth.

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DESIGN SKILLS

UX DESIGN

UX RESEARCH

DESIGN THINKING

UI DESIGN

UX STRATEGY

USER FLOWS

INFORMATION ARCHITECTURE

ACHIEVEMENTS

DNA PARIS DESIGN AWARDS 2020

Studio: Lollypop Design Studio

Client: Run Adam

Category: Winner in UX

Design/Graphic Design

VOLUNTEERING

UI/UX MENTOR

Working in a part-time role tutoring 8-10 students on basics of UI/UX at Designerrs Academy since July 2024

EDUCATION

PG IN INTERACTION DESIGN, 2017

National Institute of Creative Communication, Bangalore

BACHELOR IN VISUAL COMMUNICATION, 2014

St. Joseph's College, Bangalore

SOFTWARES



WORK EXPERIENCE

Senior UI/UX Designer, Tricog Health

March 2025 - Present

- Driving design and strategy for the Digital Health portfolio, encompassing B2C (patient) and B2B (clinician) products.
- Lead a design team of 2, defining OKRs and standardizing the design documentation process to optimize team output and collaboration.
- Initiated the development of foundational UI Library, training to the team to ensure consistency and efficient implementation.

Lead Product Designer, Renegade Insurance

Oct 2020 - Feb 2024

Spearheaded the design of B2M platform, mentored junior designers, while introducing certain UX processes within pod

- CRM campaign feature brings in 60% of the organic leads and reduces sales pitch by 2 weeks (on an avg)
- Insured app reduced the TAT for addressing queries from clients by 40% in the first release and has been consistent
- Initiated the creation of the Design System and published its first version.

UX Designer, Lollypop Design Studio

September 2018 - Nov 2019

IC role wherein I participated actively in UX research and User testing along with handling all UX tasks for the projects

- Worked on revamp of RunAdam application and to add new features like crowdfunding which enabled 20 athletes (in first 6 months) to raise funds.
- Designed NJ group's Mutual Fund application with user centric approach and personalized features, including onboarding, risk profiling, portfolio, dashboard and payments

UX Designer, Pink Lemonade

June 2017 - June 2018

Was the founding designer for UX team

- Worked on multiple short-term projects in Travel, SaaS, EdTech
- Some notable clients were Infosys, IEEE, TourGenie, and Airbus

Dive into the details! [🔗](#)