NITHYA PAREPALLY
DESIGN STRATEGIST
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WORK EXPERIENCE

SENIOR UX DESIGNER
TCS Digital Transformation *(Aug 2024 - Present)*

- **Led end-to-end** UX strategy & design for CircleK's store **task management platform**, streamlining workflows across 3,000+ stores & improving **task efficiency by 40%**.
- Conducted user research and usability testing, translating **insights into product decisions** & delivering intuitive, cross-platform experiences
- **Onboarded** and mentored **UI/UX designers**, & developed a **scalable design system** that ensured consistency and reduced **development effort by 20%**.

TCS Digital Transformation *(Aug 2023 - Jul 2024)*

- **Mentored** the design team for UNFI's **AI-driven communication platform**, using Auto Layout-based design system that **optimized design-to-code** conversion and **accelerated development by 30%.**
- **Led user research** and testing to refine **AI-driven interactions**, ensuring **accessibility** and seamless implementation through cross-functional **collaboration**.

UX & VISUAL DESIGNER
TCS Digital Transformation *(Aug 2021 - Jul 2023)*

- **Owned** the UX and UI **design process** for key **SaaS applications at TCS**—Digital Innovation Garage, Know Your Customer Portal, & Customer Visit Portal—creating **intuitive interfaces & adhering to strict timelines.**
- **Led design interventions** and **proposals**, transforming ideas into **engaging interactives** for impactful communication. Designed the **branding & visual identity** for TCS Retail Digital Transformation.

UI DESIGNER & DEVELOPER
TCS | Dupont *(Jul 2017 - Mar 2019)*

UI DEVELOPER
TCS | Xerox *(Jan 2016 - Jun 2017)*

GRAPHIC DESIGN INTERN
Rapid Biz Apps *(Nov 2015 - Jun 2015)*

EDUCATION

MASTERS *(May 2019 - Jul 2021)*
Visual Communication Design
Srishti Institute | Bengaluru, IND

BACHELORS *(Jun 2011 - May 2015)*
Information Technology
BVRIT Institute | Hyderabad, IND

SKILLS

UX & Product Design
UX Research & Design Strategy, User-Centered & Data-Driven Design, AI-Enhanced UX Design, Design Systems, Component Libraries, Cross Platform Design, Prototyping & Interaction Design

Tools & Technologies
Figma, Adobe Creative Suite, AI Driven Tools, Java, jQuery, JavaScript, HTML, CSS, Bootstrap, Processing.js

Processes & Methodologies
Agile and Scrum Frameworks, Cross-Functional Collaboration, Design Thinking, Problem-Solving, Workshop Facilitation, Developer Handoff

Special Focus Areas
AI-Driven Design Automation, Inclusive Design and Accessibility, Mentorship and Team Leadership, Branding and Visual Communication Design.

ACHIVEMENTS

BEYOND PERFORMANCE AWARD
TCS | CircleK (2024)
Honored for driving research and proposing strategic UX enhancements, directly influencing project approval.

MERIT RECOGNITION
Srishti Institute (2021)
Recognized for self-driven research and applying generative algorithms to create dynamic Ikat patterns.