

Nithya Parepally

Senior UX Designer

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SUMMARY

Senior UX Designer with 8+ years of experience transforming complex enterprise workflows into intuitive, scalable product experiences. Combines an engineering foundation with a Master's in Visual Communication Design to bridge business strategy, user needs, and technical feasibility. Experienced in UX strategy, user research, design systems, and AI-assisted product design across cross-functional teams.

EXPERIENCE

Senior UX Designer — Ericsson

Sept 2025 – Present | Bangalore

Lead UX initiatives across enterprise automation, AI-powered experiences, and workflow modernization within Ericsson's UX/UI Chapter, partnering with product managers, engineering, and business stakeholders to define product direction for large-scale enterprise solutions. Contributed to Ericsson design bootcamps, sharing knowledge and facilitating discussions on emerging design topics.

Enterprise Automation Experiences (Ongoing)

Owned UX strategy and execution across 5 AT&T rApps over two quarters, introducing a customer-centric design approach that moved away from traditional discover–handoff workflows through early prototyping, customer feedback, and close engineering collaboration. Reduced design rework by 60% and accelerated delivery timelines by 50%.

Enterprise Workflow Transformation

Transformed a bulk order upload flow of Bharti & Reliance Jio into a transparent workflow experience by designing visibility across multiple validation stages, uncovering edge cases, and addressing previously unidentified user needs. Collaborated with users and stakeholders early to validate solutions and quickly adopted the SAP Design System to deliver a consistent experience with SMEs estimating a 35% reduction in validation time.

AI-Powered Goal Setting Experience Evaluation

Led UX evaluation of Ericsson's AI-powered goal-setting beta experience, combining user research and AI UX assessment to uncover experience gaps and opportunities. Identified 15+ improvement areas across explainability, user control, automation, and interaction design, providing research-backed recommendations to shape the product's evolution beyond beta.

Self-Service Data Platform (Ongoing)

Leading UX for an enterprise self-service data platform that enables business users to request, access, and manage organizational data through streamlined workflows. Collaborating with product, engineering, and stakeholders to simplify complex service-request journeys.

Senior UX Designer — Tata Consultancy Services

Aug 2021 – July 2025 | Mumbai & Bangalore

Led UX exploration for retail digital transformation initiatives at TCS, translating business opportunities into experience concepts, interaction designs, and prototypes. Alongside strategic exploration, delivered UX solutions for multiple retail projects, partnering with cross-functional teams to design, validate, and hand off production-ready experiences.

Circle K

Led UX strategy and design for a task management platform used across 3,000+ stores — ran in-depth user research and usability testing to validate workflows with store staff, improving operational workflows by 40%.

Built a scalable design system that enabled faster release cycles, reducing development time by 20%; mentored designers and collaborated closely with engineering and product teams within Agile environments.

UNFI

Shaped the design direction for an AI-powered communication platform and introduced an Auto Layout–based system that improved design-to-code handoff, increasing delivery speed by 30%; ran user research and accessibility audits across the experience.

UI Developer & Designer — Tata Consultancy Services

Dec 2015 – Mar 2019 | Hyderabad

Started as a UI Developer building enterprise web applications for DuPont and Xerox, which shaped a strong understanding of design implementation and engineering collaboration.

RECOGNITION

All Stars Global Recognition, Ericsson — Recognised for delivering customer-centric UX transformation across AT&T's rApps portfolio.

Beyond Performance Award, TCS — Circle K UX strategy proposal that drove project approval and stakeholder buy-in.

Merit Recognition, Srishti Institute — for generative visual systems built in code, translating Ikat weaving logic into algorithmic design.

SKILLS

Product Design Product Strategy, UX Research, Systems Thinking, Complex Enterprise Workflows, Information Architecture, Interaction Design, User Experience Design, Design Systems, Accessibility (WCAG), Service Design, Cross-Platform Design, B2B Product Design, AI UX Evaluation, Component Libraries, Prototyping, Design Tokens

Tools & Technologies Figma, Adobe Creative Suite, AI-Driven Tools, API & Data Flow Understanding, Front-end Development Fundamentals: HTML, CSS, JavaScript, Technical Architecture Awareness, SAP Fiori Design System

Research & Processes User Research, Usability Testing, Journey Mapping, Agile and Scrum Frameworks, Cross-Functional Collaboration, Design Thinking, Problem-Solving, Stakeholder Management, Workshop Facilitation, Developer Handoff

EDUCATION

Masters in Visual Communication Design, Srishti Institute, Bangalore — Distinction, 2019–2021 (Full-time)

Bachelors in Information Technology, BVRIT, Hyderabad — Distinction, 2011–2015