

# Hari Teja Domala

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Designing for the future and thinking beyond the ordinary, I am a Product Designer with a knack for crafting effective communication. My passion for design excellence and my attention to detail allow me to turn even the most complex challenges into intuitive & visually appealing solutions. I thrive in fast-paced and diverse business environments, always pushing the boundaries of what's possible to deliver exceptional user experiences.

## PROFESSIONAL EXPERIENCE

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### TURINGLABS

#### Product Designer

Bengaluru, India  
APRIL 2023 - Present

I played a key role in delivering innovative design solutions for diverse B2B clients in industries such as Fraud & risk management, Financial Planning & Accounting, etc.

- My expertise in UI Design, Problem-solving, Divergent thinking, and User-centered design enabled me to contribute significantly to the studio's reputation for quality and creativity resulting in improved experience and increased satisfaction.

#### Select Projects:

- **AllCaps AI (Sales automation platform):**
  - Role: Sole Product Designer (1 of 1)
  - Led product design for the MVP version, driving end-to-end design solutions as the sole Product Designer.
  - Delivered functional prototypes and design documentation, aligning product design with core business goals.
  - Conducted extensive user and market research to implement optimal, user-centered design solutions.
  - Crafted AI-driven experiences within the product, enhancing user engagement and functionality.
  - Developed and implemented the v1.0 design system to establish consistent UI/UX standards.
  - Actively collaborated with stakeholders, gathering feedback to refine product usability and functionality iteratively.
- **Drivetrain (Financial planning & accounting):**
  - Role: Product Designer (1 of 2)
  - Fully responsible for creating a comprehensive design system in Figma, featuring auto-layout, variants, and complete styles for text, color, and effects.
  - Designed several user-friendly digital tools, including a forecast report builder, a financial modeling builder, and a chart visualization kit.
  - Created and implemented user management flows—including role-based access control and permission settings—ensuring a seamless and secure experience for both administrators and end-users.
  - Spearheaded the integration of AI into the product, such as an assistive formula builder, automated data insights, and smart recommendations, enhancing the tool's functionality and user value.
  - Developed a formula writing system for metrics and financial models, enabling users to create, customize, and visualize complex calculations with ease, while maintaining accuracy and consistency across the platform.
  - Enhanced Comments and Sharing feature, allowing users to collaborate in real-time, provide feedback, and share reports or models with stakeholders, significantly improving team productivity and communication.
  - I took complete responsibility for the chart visualization kit, which features color schemes based on thorough data analysis, ensuring clarity and effectiveness in presenting financial information.
  - Worked on enhancing the overall user experience and interface of the existing product, contributing to a larger design overhaul.
  - Actively collaborated with the development team to integrate the new design system and UI updates, using Storybook for this process and incorporating regular feedback for continuous improvement.

- **Effectiv (Fraud & risk management):**
  - Role: Product Designer (1 of 3)
  - Led the design process from concept to completion for various modules, ensuring alignment with client objectives.
  - Collaborated with cross-functional teams, including developers and marketers, to create cohesive and user-centric designs.
  - Managed client relationships, gathering feedback and making data-driven design adjustments.

**DINERO**  
**Senior Product Designer**

**Hyderabad, India**  
**MAY 2022 - FEBRUARY 2023**

A proven track record of delivering design excellence and leveraging research, collaboration and user-centered design skills to drive innovation and efficiency.

- **Product re-discovery:**
  - Conducted user research in collaboration with our Product manager, Leveraged market research insights leading to a 50% increase in user satisfaction and engagement and user base to a whopping 60,000.
  - Led the product concept pivot, resulted to increasing user adoption and retention.
- **Rewards module project:**
  - Spearheaded the development of the Rewards module for the Dinero app, collaborating closely with stakeholders to meet project timelines and foster effective communication among teams.
  - Achieved project completion within budget, demonstrating efficient resource utilization. Enhanced user engagement and contributed to revenue for the Dinero app.
- **Brand Redesign and UI Improvement:**
  - Spearheaded revamping Dinero's brand identity, website, and app user interface.
  - Gained working experience in building no code websites using platforms like Webflow, and Framer.
  - Significantly improved brand recognition and user satisfaction by creating a more appealing and user-friendly interface.
- **Design System:** Developed the initial version of a robust design system for the Dinero app, resulting in streamlined design processes and improved user experience. Reduced support tickets and user complaints, enhancing overall product quality.
- Managed a team of 3 with navigating complex projects with success, consistently delivering outcomes that met or exceeded expectations.

**Product Designer**

**OCTOBER 2021 - MAY 2022**

Professional working experience in User-centered design, User research & feedback analysis, and Cross-functional collaboration.

- **MVP Launch:** Played a pivotal role in MVP development, employing user-centered design principles and data-driven strategies to craft intuitive user experiences to an early audience of 20,000.
- **User Engagement Metrics:** Implemented user-centered design principles and saw a 12% increase in user satisfaction scores post-MVP launch.
- Collaborated effectively with Business, Tech, and Marketing teams to ensure cohesive design in line with the overall vision.
- **User Research Impact:** Conducted 15 user feedback sessions, gathering valuable insights that directly led to a 8% improvement in key product areas (our Investment product).
- **Data-Driven Approach:** Utilized a data-driven approach that resulted in a 54% reduction in user errors (mainly onboarding) and an increase in conversion rates by 20%.

**COGNIZANT TECHNOLOGY SOLUTIONS INDIA**  
**Programmer Analyst Trainee**

**Remote, India**  
**FEBRUARY 2021 - SEPTEMBER 2021**

Trained with hands-on experience in full-stack development, contributing to an insurance project. Recognized for exceptional learning and practical experience in Spring Boot, Java, Angular, HTML, CSS, JavaScript, and AWS.

**EDUCATION**

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## ADDITIONAL INFORMATION

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- **Professional Skills:** B2B Design, B2C Design, User Centered Design, Prototyping, Wireframing, Visual Design, Communication, Collaboration, Adaptability, Interaction Design, Branding, Prompting.
- **Technical Skills:** Figma, Webflow, Framer, Protopie, Rive, Adobe Creative Cloud stack, HTML/CSS, JavaScript
- **Languages:** Fluent in English, and Telugu (native); Conversational Proficiency in Hindi
- **Hobbies:** Cooking, Football, Dropshipping, Frontend experiments.
- **Achievements:**
  - Served as **Figma Community Advocate** for Warangal from 2021 to 2023 and helped 30+ individuals to step into design.
  - Collaborated with **Telangana Government** (TSIC, T-Hub & TSCHE) in 2019 and organized state wide program called "Telangana Innovation Yatra," a four-day journey focused on showcasing real-time frugal innovations.
  - Launched a local dropshipping venture emphasizing engaging content tailored to resonate with the community.
- **Notable Training & Certifications:**
  - Pursued Brand Experience design from 10K Designers and actively contributed to the community.
  - Associate Product Manager Fellowship at Nextleap.