

- Hemanth Pedagada -

Senior Product Designer: Crafting intuitive, innovative gaming interfaces.

10 years experience • [Portfolio](#) • [Blog](#) • [Dribbble](#)

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- **10 years** of experience in crafting user-centric digital experiences across multiple platforms.
- Strong knowledge of UX design principles, cross-functional collaboration, and technical expertise.
- Deep understanding of creating intuitive, impactful, and engaging user experiences.
- Achieved a **30% conversion** rate post-GST law implementation on real money games.
- Led a team of 4 UI and Product designers to build 2 products at Gameskraft.

PROFESSIONAL EXPERIENCE

Gameskraft, Bengaluru • Senior Product Designer

02/2022 - Present

- Spearheaded the design of pivotal gaming products, achieving a **3X growth** in user engagement, customer satisfaction, retention, and revenue
- Developed and implemented UX/UI solutions that seamlessly aligned with business objectives and technical constraints, contributing to the company's financial success.
- Championed user-centered design enhancements, continuously integrating feedback to refine product iterations.
- Cultivated a strong and empowered design team by mentoring junior designers, fostering a culture of innovation and excellence.
- Successfully achieved a **30% conversion** rate following the implementation of the **GST law** on real money games.

Zomentum, Bengaluru • Senior Product Designer

02/2021 - 02/2022

- Led product design and research initiatives throughout the user lifecycle, achieving a remarkable **140% year-over-year growth**.
- Designed cross-platform experiences to enhance user journeys across mobile and web applications and contributed to the redesign of a core product, significantly increasing user satisfaction and engagement.
- Collaborated closely with engineering and product teams to ensure design solutions aligned with both business goals and technical feasibility.

UpGrad, Bengaluru • Senior Product Designer

09/2019- 08/2020

- Led the UX design for major platform features, improving user experience and increasing **retention rates**.
- Created user flows, wireframes, and prototypes to effectively communicate design concepts to stakeholders.
- Collaborated with research teams to incorporate user feedback into the design process, driving continuous product improvement.

Paytm, Bengaluru • Senior Product Designer

05/2017 - 09/2019

- Designed user interfaces for Paytm's mobile and web platforms, enhancing the overall user experience and contributing to a **262% year-over-year growth** in the travel booking flow for bus and train reservations.
- Collaborated with cross-functional teams to ensure design solutions aligned with technical constraints and business objectives.
- Independently managed fast-paced projects, crafting innovative products that showcased Paytm's competitive edge and significantly boosted user adoption and engagement.

Sunera Tech, Hyderabad • Senior Product Designer

12/2014 - 09/2016

- Directed the redesign of flagship products, including a warehouse management system for FMCG cataloging, significantly improving usability and customer satisfaction.
- Collaborated with product management and engineering to create user-centered designs, supported by high-fidelity prototypes and detailed UI specifications

C&K Management, Hyderabad • UI Designer

12/2012 - 08/2014

- Designed user-friendly web interfaces for an ISRO e-learning project, ensuring accurate and efficient implementation through close collaboration with developers.

EDUCATION

Bachelor of Fine Arts, Osmania University, Hyderabad
Graduation Year 2014

Certified Usability Analyst (CUA), HFI
Year 2017

SKILLS

User-Centered Design: Expertise in creating intuitive and engaging user experiences.

Cross-Functional Collaboration: Effective at aligning design solutions with technical and business requirements.

Prototyping & Wireframing: Proficient in Creating user flows, wireframes, and prototypes using Figma, Sketch, and Adobe XD

UI/UX Design: Proficient in designing cohesive interfaces across various platforms.

Technical Understanding: Strong grasp of front-end development principles and technical constraints.

User Research & Testing: Experienced in integrating user research and usability testing into design processes.