

# Pooja Junnuri

## UX DESIGNER

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### ABOUT ME

UX designer with 9+ years of experience in digital product and interaction design. Adept at delivering data-driven, user-centric solutions that enhance user experiences and drive engagement.

[Portfolio](#) | [LinkedIn](#) | [Daily dispatch](#) <sup>(New)</sup>

### CORE COMPETENCIES

- **Design & Research:** UX Strategy, User Research, Interaction Design, Information Architecture, Wireframing (Low, Mid, High Fidelity), Rapid Prototyping & Testing
- **Tools:** Figma, Dovetail, Useberry, Optimal Workshop, Loom, Miro, Mural, Milanote, Jira, Notion, Butter, Hotjar, Airtable, Pendo Analytics
- **Project Management:** Product Vision & Roadmap, Feature Prioritization, Stakeholder Collaboration, Documentation & Playbooks
- **Devices & Sectors:** Native mobile, Web Apps, SaaS, Consumer facing, Fintech, LMS

### DESIGN PHILOSOPHY

Innovate responsibly, considering the ethical implications of design choices and their impact on society and individuals.

### PROFESSIONAL SUMMARY

<b>40+</b>	<b>20+</b>	<b>15+</b>
Mobile Experience Projects	Web App Projects	Website Experiences

## RELEVANT EXPERIENCE

### User Experience Lead

TalenzXchange | May 2024 - Current | Freelance

Leading and managing a design team, optimizing the end-to-end design process. Conducted research and workshops with stakeholders to align design solutions with business needs. Implemented sprint models for rapid, high-quality feature delivery.

#### Noteworthy projects

- 1. User Offboarding:** Designed e2e flow of an ethical user offboarding experience for T.Ex, identifying a critical gap during a pre-launch audit and advocating for its prioritization. Developed a user-centric, four-step offboarding funnel, achieving a 93% completion rate, 35% user retention, and an NPS of 72.

#### Project Highlights:

- Increased User Trust Score (UTS) from 62 to 74
- Reduced offboarding steps from 7 to 4, with an 8% average drop-off
- 85% of users felt "respected and informed," setting a new company standard for ethical UX in prototype testing

[View Case Study →](#)

- 2. Push Notifications Ecosystem:** Directed the end-to-end UX design and implementation of push notifications for T.Ex mobile app, managing a cross-functional team. Conducted comprehensive user research, developed a user-centric permission strategy, and created a customizable notification system. Balanced user needs with business goals, leading to a projected 40% increase in daily active users, 30% improvement in 30-day retention, and 50% boost in key in-app actions.

#### Project Highlights:

- Designed and implemented a personalized notification system, increasing projected user engagement by 40% and retention by 30%.
- Developed a scalable notification framework balancing user control and business objectives, projecting a 50% increase in key in-app actions.

### User Experience Designer

Valuelabs, Acto | Sep 2020 - Apr 2024

As a solo UX designer, I managed 15+ projects using Lean UX in Agile, presenting to 20-member teams and creating 30+ feature playbooks. I facilitated bi-weekly Q&As, ensuring 95% team alignment, and analyzed 10,000+ user feedback entries, boosting satisfaction by 40% through iterative improvements.

#### Noteworthy projects

- 3. Forms Standardization:** Worked with cross-functional teams to overhaul the platform's form system, addressing a 215% surge in support tickets.

#### Project Highlights:

- Reduced form-related support tickets by 90% through intuitive design and real-time validation

- Increased platform-wide adoption rate of the new form system to 98%
- Streamlined form creation process, reducing initial steps by 60% with smart defaults and modal popups

**4. Field Coaching Reports:** Led the UX redesign of ACTO's field coaching reports tool, enhancing sales performance management.

**Project Highlights:**

- Conducted user research with 75 stakeholders and 10 field observations.
- Streamlined report creation and feedback visibility; awarded "Star of the Month."
- Boosted ARR by 30% and secured 5,000+ new license requests within six months.

## Founder & Strategist

### Zapfitt | Sep 2018 - Jun 2020

Conceptualized and developed a platform connecting 1 million small businesses and artisans with users, shaping the end-to-end O2O experience. Conducted surveys with 200+ customers to validate business objectives and onboarded 300+ fashion designers through in-depth interviews.

- Improved app navigation efficiency by 20% through usability testing with 50 beta users.
- Increased pre-launch sign-ups by 50% with endorsements from 5 industry influencers.
- Secured incubation under WeHub, Telangana, and pitched the product to former Minister of IT and prominent investors.

## UX & UI Designer

### MyTradeWall | Nov 2018 - Sep 2020 | Part-time

Applying a scrappy design approach for an early-stage fintech startup, delivered user flows, built personas, and crafted scenario user stories. Managed UX and UI for mobile and web apps, ensuring seamless user experiences, and conducted competitive analysis in the stock market analysis domain.

- Conducted A/B testing on the trading interface, increasing user engagement by 15%.
- Improved stock prediction accuracy by 20% through user feedback from prototype testing.
- Implemented a new charting feature, reducing data analysis time by 25% during usability testing.

## UX & UI Designer

### Hoolime | Dec 2016 - May 2018 | Part-time

Part-time Product Designer collaborating with founders to develop a strategic design for a Healthcare Mobile App, enhancing the at-home visit experience for Physician Assistants (PAs) and Nurse Practitioners (NPs) in New York. Utilized the Jobstobedone framework for efficient onboarding and led the design of over 15 practitioner features.

- Redesigned visit authentication flow, increasing completion rate by 15%.
- Improved onboarding process, achieving a 20% increase in completion rate and 25% reduction in time.
- Shipped 15+ features, enhancing workflow efficiency and user satisfaction.

## UX & UI Designer

Liberent | Sep 2015 - Sep 2016

Designed and developed the landing page, transitioning to full responsibility for end-to-end feature design of a B2C fashion rental platform's mobile app. Conducted user research to inform UI/UX decisions and collaborated with engineering teams. Worked with founders to align business metrics with user goals.

- Increased rental conversions by 30%, boosting overall engagement by 50%.
- Achieved a 20% increase in user retention within three months post-launch.
- Streamlined checkout process, reducing cart abandonment by 15% and increasing conversion rates.

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### EDUCATION

**Highest Qualification:** B.Tech Graduate

Degree	Institution	Year	Details
B.Tech in Information Technology (I.T)	Institute of Aeronautical Engineering (JNTU-H)	2010-2014	Acquired foundational programming skills

### UPSKILLING & CERTIFICATION

**Aim:** To be a data-centric designer by the end of this year.

Certification	Provider	Year	Details
Product Psychology	Growth.design	2022	Focused on understanding user behavior and psychological principles in product design.
OOUX	OOUX Academy	2023	Specialized in structuring and designing user experiences around objects and their interactions.
D.MBA	Business by Design	Enrolled for Oct, 2024	Understand the business side, enhancing analytical insights to inform design decisions.