Pooja Junnuri

Product Designer

design@poojajunnuri.com

www.poojajunnuri.work

Total design experience (~ 6 YOE)

Bachelor of Technology

IT │ Mar 2010 - Apr 2014

Institute of Aeronautical Engineering (JNTU-H)

Hyderabad, Telangana

UX Lead │ TalentzXchange

Freelancing │ Current

Lead UX team in an entire app revamp for B2C application, catering to a 2.1 trillion user market.
Introduced reusable components, experience models, and efficiencies, cutting engineering efforts by 15%.
The Project is set to launch on August 2024.

Product Psychology

Growth.design │ Sep 2022 - Feb 2021
Bootcamp, online

UX Designer │ ValueLabs (Client ACTO) │ Healthcare B2B SaaS

Hyderabad │ Sep 2020 - Apr 2024 (3 years 7 months)

As part of ACTO 3.0, elevated UX for 70+ pharma companies and 400k reps with functional design, which yielded a 20% engagement boost. Designed Field Coaching Reports, that currently has 5k+ license requests, boosted revenue by 15% by implementing user-centric strategy and adoption.

Core competencies

- Design thinking
- UX Research
- UX Strategy
- Interaction Design
- Workshop facilitation
- Prototyping

Founder & Strategist │ Zapfitt │ Clothing O2O Marketplace

Hyderabad │ Oct 2019 - Jun 2020 (9 months)

Prioritized product strategy and design, fostering collaboration among 1M small businesses and customers. Established collaborations with 300+ designers, optimizing creative workflows. Executed planning and strategy for an O2O model, ensuring user-centric shopping experiences.

OOUX Mastery

OOUX School │ Nov 2023 - Feb 2024
Bootcamp, online

Tool stack

- Pen & paper
- Miro
- Dovetail
- Optimal workshop
- Pendo Analytics
- HotJar
- Figma
- Loom

Strengths

- Design thinking
- Critical thinking
- Collaboration
- Problem solving
- Strategizing Design
- Leadership

UX Designer │ Zaggle │ FinTech

Hyderabad │ Sep 2018 - Jan 2019 (5 months)

Enabled businesses to digitize expenses for 2 million+ users and 2k+ employers, saving time and money. Achieved this by leading the discovery, design, and delivery of a new Fintech division, incorporating cross-functional collaborations for cohesive design solutions.

Product Designer │ Liberent │ E-commerce Platform

Hyderabad │ Sep 2015 - Sep 2016 (1 year)

Transitioned from front-end development to UX design through Design Thinking, boosted website responsiveness by 15% and advanced to design lead. Implemented diverse research methods, enhancing the quality of the overall customer experience by 20% under my leadership.

OTHER EXPERIENCE

CS Associate │ Amazon │ E-commerce Platform

Hyderabad │ Oct 2016 - Jul 2018 (21 Months)

Handled customer service chats, prioritizing and resolving shipment challenges in North America. Served as SME and Resolution Specialist for 10+ teams. Achieved certification of excellence through the ATA program while traveling.

Programmer Analyst Trainee │ Cognizant

Hyderabad │ Apr 2015 - Aug 2015 (5 Months)

Got trained in web development and executed code to ship a responsive learning platform for internal training utilizing HTML, CSS, and JavaScript.