

SIVA KUMAR P

UI/UX Design Lead | 11+ Years of Experience

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Summary

Accomplished UI/UX Design Lead with over 11 years of experience driving user-centered digital solutions across enterprise applications, mobile, and web platforms. Expertise spans user research, wireframing, prototyping, front-end development, and AI-driven UX design, including GPT-powered interfaces. Proven ability to lead cross-functional teams and implement scalable design systems that enhance usability, accessibility, and engagement. Strong technical acumen combined with leadership and project management skills to align design strategies with business goals and deliver impactful user experiences in agile environments.

Core Skills

- **User-Centered Design & Research:** Design thinking, user research, usability testing, heuristic evaluations, A/B testing.
- **Wireframing & Prototyping:** Low/high-fidelity wireframes, interactive prototypes, scalable design systems, reusable components.
- **Agile & Cross-Functional Collaboration:** Agile/Scrum workflows, iterative design, teamwork with product and engineering teams.
- **Front-End Development:** HTML5, CSS3, JavaScript, React.js, Bootstrap, responsive design.
- **AI-Driven UX:** GPT-powered chatbots, conversational UI, agentic workflows, cloud-based SaaS integration.
- **Information Architecture & Accessibility:** Navigation design, UX writing, Flow optimization, WCAG compliance.
- **Leadership & Project Management:** Team leadership, mentorship, stakeholder communication, project planning.
- **Design Tools:** Figma, Adobe XD, Sketch, Axure RP, Miro, Zeplin.
- **Data-Driven Design:** User research, usability testing, behavioral analysis for UX improvements.
- **Innovation & Continuous Learning:** Staying updated with UX/UI trends and new technologies.

Key Projects

- Designed and prototyped a scalable GPT-powered productivity platform using Figma, enhancing team efficiency and enabling open-source community adoption.
- Developed a reusable design system and responsive UI components with React.js and Bootstrap, ensuring consistent, accessible user experiences across devices.
- Mapped user journeys and implemented intuitive flows featuring AI query inputs, contextual results, smart suggestions, and markdown-supported replies.
- Integrated advanced agentic workflows enabling task chaining, memory-based assistance, and proactive user guidance, significantly boosting automation capabilities.
- Collaborated closely with AI engineers to seamlessly integrate GPT APIs supporting real-time chat, content retrieval, and dynamic suggestions.
- Led iterative usability testing and improvements, ensuring cross-browser compatibility and optimized performance for both desktop and mobile users.
- Contributed to feature planning, agile wireframing, and component logic design, maintaining high UX standards within an agile development environment.

Experience

AI Software Development Engineer UI/UX, Intel Corporation

Apr 2025 – Jul 2025

- Led end-to-end UI/UX design and frontend development of an AI-powered productivity suite based on GPT-like models, enabling intuitive chat-based AI interactions for knowledge retrieval and contextual intelligence across internal and open-source platforms.
- Designed seamless, natural language-driven user experiences for AI chat interfaces, facilitating intelligent, context-aware responses that improved user engagement and productivity.
- Developed a comprehensive, scalable design system in Figma, standardizing components, grids, typography, and iconography to enhance UI consistency and maintainability across projects.
- Created detailed user flows, wireframes, and prototypes for complex AI features such as contextual recommendations, AI search, chat history management, and autonomous task assistance.
- Integrated agentic workflow capabilities to support multi-step AI-driven processes with memory retention and autonomous interaction flows, significantly enhancing user efficiency.

- Built responsive, modular frontend components using React and Bootstrap, ensuring consistent usability across Intel's internal applications and external open-source environments.
- Collaborated cross-functionally with AI/ML engineers and backend teams to align UI elements with GPT prompt structures, response handling, and feedback loops, optimizing the overall user experience.
- Enhanced user productivity by implementing features like auto-suggestions, markdown support, quick actions, and persistent context management within the chat interface.
- Led iterative usability testing cycles, synthesizing feedback from product managers, QA, and end users to drive continuous UI/UX improvements in an agile development environment.

Applications Lead UI/UX, Oracle India

Oct 2020 – Apr 2025

- Partnered with enterprise architects, product teams, and stakeholders to gather requirements and translate business needs into intuitive, user-centered design solutions aligned with brand guidelines.
- Designed and prototyped wireframes, mockups, and interactive prototypes to effectively communicate design concepts and user interactions, accelerating stakeholder buy-in and development alignment.
- Conducted comprehensive user research, usability testing, and behavioral analysis to inform data-driven design decisions that improved usability and user satisfaction.
- Iterated designs based on qualitative and quantitative feedback, refining user flows, interfaces, and visual elements to optimize experience and task completion rates.
- Ensured cross-platform consistency by collaborating closely with Enterprise Architects and development teams to implement cohesive design solutions across enterprise applications.
- Maintained an up-to-date library of marketing and UI assets, promoting design consistency and efficiency within the team.
- Kept abreast of emerging UX/UI trends, tools, and technologies to continuously elevate design quality and innovation.

Module Lead, Tata Consultancy Services

Feb 2016 – Sep 2020

- Led and managed a team of UI/UX developers, driving the delivery of innovative application enhancements and ensuring high-quality user experience across multiple projects.
- Designed and developed foundational UI/UX concepts, including wireframes, mockups, and prototypes, to effectively communicate design intent and streamline development.
- Defined and executed comprehensive application roadmaps, incorporating navigation structures, menus, icons, banners, and forms to optimize usability and visual consistency.
- Conducted extensive UX research using both qualitative and quantitative methods to gather actionable insights that informed design improvements and user satisfaction.
- Collaborated closely with designers, product owners, and stakeholders to ensure alignment with client requirements, business goals, and technical feasibility.

UI/UX Designer, Fast Design Technologies

Mar 2014 – Oct 2015

- Designed and developed responsive, single-page websites tailored to client specifications, facilitating smooth migrations from legacy platforms to modern frameworks.
- Created intuitive UI elements and implemented modern design frameworks that enhanced user engagement and accessibility across multiple devices.
- Worked directly with clients to translate their vision into effective digital experiences, balancing aesthetics with functionality.

Education

Bachelor of Technology, Information Technology | JNTU Anantapur (2007 - 2011)

Certifications

Figma for UX Design through LinkedIn Learning, showcasing expertise in modern design tools and user experience principles