

MEDEPALLI KEERTHANA

+91 9494497728 | medepallikeerthana@gmail.com | Hyderabad, India | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Lead UX Designer with a Master's in Psychology & 7 years of experience across enterprise SaaS, industrial IoT, and healthcare for companies including Havells, Contify, ToI, Airtel, Mankind, HCAH. I lead the design process end-to-end and hands-on from problem identification through UI design and implementation. I work alongside designers and collaborate with executives and engineering to solve business and user problems.

EXPERIENCE

The Geeks Lab, New Delhi, India

June 2020 - Present

Lead UX Designer (April 2025 – Present) · Associate Lead UX Designer (2024–2025) · UX Designer (2020–2024)

- Led design and strategy on key products spanning enterprise SaaS, industrial IoT, healthcare, and consumer experiences, contributing across **13+ products in total**.
- Ran **AI-assisted design exercises** across research, scoping, and early design, including a UX audit and redesign cycle that went from two weeks to two days.
- Mentored and guided 5+ designers** across projects, supporting their growth and design quality.
- Influenced product direction through **collaboration with founders, executives, product managers, and engineering teams**.

For Contify:

- Led a platform UX initiative for Contify's market-intelligence product that began with onboarding and, through discovery, expanded into **reducing customers' reliance on analysts; the redesign cut trial setup from about a week of analyst-led work to under two hours of self-serve**. Working directly with the CEO and leadership.

For Havells India:

- Designed a fault-diagnosis flow for LV switchgear that let operators and service engineers **identify the cause of a breaker trip in seconds, replacing physical inspection or support calls**.
- Ran **field research** and on-site factory testing to validate workflows, and drove design decisions under unclear, shifting requirements.
- Created and scaled a **shared design system used across Havells' enterprise products**.

For Single Interface:

- Designed location-management experiences for global enterprise brands, presenting concepts directly to client CEO, COO, and CFO stakeholders.
- Built prototypes and experience concepts that **helped win Nissan, Samsung, and Tata Motors as clients**.

For Mankind Pharma:

- Designed features for Drona, a **clinic-management tool** used by 10,000+ doctors, with decisions informed by direct conversations with practicing doctors.

Framebit Studios, Hyderabad, India, UX Design Intern

May 2019 - May 2020

- Worked with **HCAH's executive team** to design **B2B and B2C** healthcare products, shaping product direction through user flows and wireframes.

SKILLS

- Product strategy, UX research, information architecture, interaction design, design systems, usability testing, workshop facilitation, stakeholder management, team leadership, designer mentorship.
- Tools: Figma, Miro, Jira, Notion, MS Clarity, VS Code, AI tools (Claude, Lovable).

EDUCATION

Master of Science in Psychology, Andhra University, Visakhapatnam, Andhra Pradesh, India

2021-2023

B.Tech in Chemical Engineering, Andhra University, Visakhapatnam, Andhra Pradesh, India

2014-2018