

# Devarasetti Sai Sreenidhi

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## SUMMARY

Product Designer with end-to-end freelance experience across SaaS, e-commerce, and mobile, spanning research, wireframing, high-fidelity prototyping, and handoff. Proficient in Figma and AI-assisted workflows, with a CS background that bridges design and engineering.

## WORK EXPERIENCE

**Freelance** 10/2025 – Present

Product Designer • Remote

- Designed end-to-end user flows, wireframes, and high-fidelity Figma prototypes for clients across e-commerce, SaaS, and real estate verticals
- Built mid-fidelity prototypes using AI-assisted tools, enabling rapid flow testing, edge case handling, and iterative refinement before high-fidelity builds
- Designed and developed a 45-product Shopify e-commerce store end-to-end, with batch asset prep, image processing, and SKU uploads automated via Claude and the Shopify API

**Redbubble** 05/2023 – 11/2024

Designer • Remote

- Generated ₹1L+ in revenue through design-led product listings and data-informed visual merchandising
- Iterated on typography and visual design across 30+ apparel listings to improve discoverability and sales performance

## PROJECTS

**Atelia — AI-Powered Outfit Planning App** 11/2025 – 02/2026

- Rapidly prototyped and tested key user flows and edge cases using AI-assisted design tools, then refined to 70+ high-fidelity Figma screens
- Built component library and design system in Figma; applied progressive disclosure patterns to reduce decision fatigue across key flows

**Whering — App Redesign** 11/2025 – 12/2025

- Audited navigation, taxonomy, and user flows to identify friction, redundant actions, and fragmented journeys across core workflows
- Wireframed and prototyped the redesigned information architecture using AI-assisted tools and Figma, iterating on interaction design to validate flow decisions

**GenZense — Myntra WeForshe Hackathon** 06/2024

- Conducted user research with 118 participants to analyze how users discover products through aesthetics, mood, and style associations
- Designed wireframes and interaction flows for a cross-category recommendation framework based on visual identity and contextual tagging

## EDUCATION

**Product Design** 08/2025 – 12/2025

10kdesigners • Bangalore

**Bachelor of Engineering, Computer Science** 06/2026

Gokaraju Lailavathi Engineering College • Hyderabad

## SKILLS

**Design & UX:** Wireframing, Prototyping, User Flows, High-Fidelity Mockups, Design Systems, Component Libraries, Interaction Design, Usability Testing, Information Architecture, Design Handoff, Responsive Design, Visual Design, Typography, Brand Design

**Tools:** Figma, Framer, HTML/CSS, Canva, Claude Code, ChatGPT, Midjourney, Google AI Studio

**AI Workflows:** Rapid Prototyping, Flow Testing, Edge Case Validation, Batch Asset Automation, AI-Assisted Ideation