

KRITHIKA BALASUBRAMANIAN

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WORK EXPERIENCE (5+ years UX & Product Design)

Senior Product Designer

Berry Appleman & Leiden LLP

Richardson, TX

Jan 2024 - Present

- Set the product vision and strategy for a next-generation Salesforce-based immigration platform, impacting 10+ teams, by leading firm-wide discovery and defining an AI-first case management approach.
- Drove data-informed platform decisions by conducting user research across 20+ workflows and 10+ active cases, resulting in clearer prioritization of future-state capabilities.
- Aligned executive leadership and cross-functional teams around a shared platform vision, by facilitating discovery sessions and synthesis across 8+ stakeholder groups, enabling investment in a \$6M, multi-year transformation.
- Identified and validated 15+ AI automation opportunities across document processing, case intelligence, and workflow orchestration, by translating operational pain points into scalable AI-driven solutions.
- Improved legal team efficiency by 40% and reduced task time by 15 minutes per case, by leading UX strategy and execution for automation-driven document workflows.
- Delivered intuitive, shippable platform experiences across 4+ core workflows, by owning interaction design and high-fidelity UX that translated product strategy and AI concepts into production-ready designs.

UI/UX Designer

Developscripts LLC (DBA Auctionsoftware)

Richardson, TX

Jul 2023 – Dec 2023

- Shipped and iterated 10+ e-commerce features across the web and mobile platforms.
- Reduced the cost for sellers to ship products by 30% by designing an order management tool from 0-1.
- Defined product features, and effectively communicated design for generative AI-driven web and mobile products by fostering collaboration and alignment with stakeholders, PMs, and engineers.

Product Designer

Aabode

Remote

Aug 2022 – May 2022

- Led the product discovery effort for a mobile application with 4 designers and researchers by interviewing 10 product experts and users to elicit contextual insights on streamlining the current home-buying process in the real estate industry.
- Validated product value by translating research insights from user studies into 5 mobile product concepts by rapid prototyping and testing leading to 60% increased interest in engagement.

UX Product Design Intern

Brain Corporation

San Diego, CA

Jun 2022 – Aug 2022

- Increased user satisfaction during setup phase for next-generation robots by 66% by designing a new control system interface.
- Pitched UX solutions for complex problem statements by generating detailed interactive prototypes and conducting usability tests with 6 sets of users to capture edge cases.

EDUCATION

Master of Science in Human-Computer Interaction

University of Maryland, College Park (GPA: 4.0/4.0)

College Park, MD

Aug 2021 – May 2023

Bachelor of Architecture

Anna University

Chennai, India

Aug 2012 – May 2017