Hari Pudipeddi

UX Researcher & Strategist

Chicago, USA

Portfolio www.haripudipeddi.com

Contact hpudipeddi@protonmail.com

WORK EXPERIENCE

UX Lead | The Blox Office

August 2024 - January 2025, Chicago

Led re-design of Blox Office's core ticketing platform by translating user research insights into product roadmap and establishing a design system.

Product Impact

- Interviewed **15 high-value customers** to map user journeys and identify pain points, directly shaping the product roadmap and feature prioritization.
- Uncovered **40+ UX issues and technical bugs** through heuristic evaluation, ensuring customer retention during critical platform migration.
- Developed wireframes and interactive prototypes for Web and mobile to guide feature implementation.

Team Impact

- Worked directly with the CEO to refine the unique value proposition, market positioning and growth strategy of the startup, **guiding the creation of the Series A pitch**.

Sr. UX Researcher & Strategy Consultant | ExpionIQ

May 2024 - August 2024, Remote

Guided early-stage development of a new product, leading a human-centered design process that helped translate complex pharmaceutical databases into an intuitive digital platform.

Product Impact

- Streamlined information architecture and **defined 6 core features** by facilitating workshops with cross functional teams including analysts, engineers and UI designers.
- Defined core user workflows for the beta launch by conducting 1:1 interviews and concept testing with medical stakeholders and analysts, resulting in identifying **15+ bugs and redirecting the scope of work for 3 engineers.**

Team Impact

- Supported onboarding of 1 designer into a complex, data-driven product space.

UX Research Lead | MSC Direct Industrial Supply

April 2021 - November 2023, Chicago (Remote)

Led end-to-end UX research for MSC Direct's $3.2B e-commerce platform, pioneering collaborative and systems-focused research approach across teams.

Product Impact

- Created multi-user journey maps and service system diagrams, capturing complex workflows that traditional UX tools missed.
- Uncovered key communication gaps in the procurement process. Collaborated with designers to prototype the new notification system leading to a **12% decrease in calls to customer service**.
- Conducted usability tests and heuristic evaluation of purchase flows, identifying and helping **resolve 50+ issues** that impacted enterprise purchasing experience.
- Restructured e-commerce navigation and product pages to streamline technical specification search, **reducing product discovery time**.

- Unified fragmented customer understanding by developing **4 user personas** that helped align previously siloed marketing and product strategies.
- Partnered with data analysts to develop Adobe Analytics dashboard that helped reveal high-value B2B customer segments, monitor purchase patterns and analyze heatmaps.
- Designed a Qualtrics feedback system that balanced priorities of the product and customer success teams, creating **shared metrics for continued monitoring and improvement** of user experience.

Team Impact

- Created comprehensive research protocols with templates for activities spanning recruitment, synthesis, and documentation, improving research validity and reliability.
- Developed workshops that engaged stakeholders throughout the research process, increasing research influence on decisions across product, marketing, and operations.

Brand Strategist & UX Lead | RIC (Kainos)

August 2018 - April 2023, Atlanta

Led brand transformation and UX strategy for RIC SaaS AI Workday automation platform (Genie), driving growth that **contributed to $2.1M+ revenue** and successful acquisition by Kainos in 2023.

Product Impact

- Led end-to-end rebranding including design of logo, visual identity system, marketing collateral, and technical documentation that **elevated the startup's market presence**.
- Created design system and dashboard prototypes on Figma, **integrating 20+ new features** in collaboration with developers and program managers.
- Created a comprehensive documentation suite that provided clear guidance through complex technical implementations.
- Led operations, marketing and communications strategy for Workday Rising 2023 (US and Sweden), contributing to **200% increase in leads and 70% customer growth** in EMEA/APAC regions.

Team Impact

- Championed human-centered design in an agile, technology-driven environment, contributing to successful launch of 2 AI-powered Workday automation products.

EDUCATION

Master's in Human-Computer Interaction (HCI), Harrisburg University, (Expected 2025)

Master's in Marketing Analytics, Illinois Institute of Technology, 2018

Bachelor's in Material Science Engineering, Jawaharlal Nehru Technological University, 2013

SKILLS

Qualitative Research. Discovery Research, Generative Research, Heuristic Evaluation, User Interviews, Journey Mapping, Information Architecture, Survey Design, Card Sorting, Workshop & Sprint Facilitation, Wireframing & Rapid Prototyping , AI-native tools (Chat GPT, Claude, Midjourney)

Quantitative Tools. Qualtrics, Fullstory, Usertesting.com, UserZoom, Adobe Analytics, Google Analytics, Data Visualization (R), MS Excel

Creative Tools. Figma, Miro, Mural, Lucid, Adobe Photoshop, Premiere Pro, InDesign

Industries. B2B, E-commerce, Ticketing, SAAS Enterprise Applications, Machine Learning, Healthcare, Manufacturing