KSHITIJA CHANDRA TAMMIREDDI

New York, NY | +1 (646) 261 - 9522 | ktammire@pratt.edu | LinkedIn | Portfolio

SUMMARY

Product Designer focused on translating ambiguity into structured, high-impact product decisions with a strong emphasis on advanced research frameworks, behavioral insights and scalable UX systems.

WORK EXPERIENCE

UX Consultant | Center for Digital Experiences | New York, NY *Oct 2025 - Present*

● Led research and synthesis to design for multiple client-facing UX projects, aligning customer needs with business strategy.
● Conducted mixed methods research with 10+ participants to uncover friction in the experience, usability and navigation of a community arts center's platform called Inspired Art Minds Center (based in Texas) informing actionable design decisions.
● On-going project: Redesigning the Isaboko website (sustainable fashion brand based in Brooklyn, NY) through research and synthesis, improving storytelling and user trust, leading to stronger engagement and conversion pathways.

Creative Marketing Executive | Eazeebox | Bangalore, India *Sept 2023 – Aug 2025*

● Redesigned a B2B e-commerce experience for electrical products, increasing conversion rate by 20% through improved information architecture and UX optimization by A/B testing to iterate on high-impact flows.
● Introduced structured UX thinking into marketing-led workflows, bridging the gap between design, product, and business.

Creative Designer | Digirise | Bangalore, India *June 2023 – Aug 2023*

● Designed high-fidelity visual systems translating abstract brand narratives into cohesive digital experiences.

EDUCATION

Pratt Institute, M.S in Information Experience Design (IXD) *GPA: 3.8* | New York, NY *Aug 2025 - May 2027*
BMS Institute of Technology, B.E in Information Science and Engineering | Bangalore, India *Aug 2018 - Jan 2023*

PROJECTS

Amazon Music | Product Design Challenge *February 2026 - March 2026*

● Optimized music discovery as a contextual, AI-driven experience using real-world inputs (camera-based interaction).
● Designed end-to-end product flow: interface, interaction model, retention loop and amazon ecosystem integration.

Reloved | Team Project *Sept 2025 - Dec 2025*

● Designed a 0 to 1 trust-first marketplace model for peer-to-peer transactions, addressing safety, credibility, and decision friction in student resale ecosystems by synthesizing insights from user interviews and usability testing with 8 participants.

SKILLS

Design: UX Design, Digital Product Design, Product Thinking, Experience Strategy, Interaction Design, Information Architecture, Visual Design, Rapid Prototyping, Design Systems, Iconography, Storyboarding, Responsive Design, Human-Computer Interaction, Motion Design, Service Design, Accessible Design, Wireframing, Iterations, UX Writing, Conversation UX Design, Systems Thinking, Micro-interaction Design, UI Design, Graphic Design, Design Strategy
Research: Usability Testing, Contextual Inquiry, Journey Mapping, Personas, Mental Modeling, Competitor Analysis, Heuristic Evaluation, UX Audits, Accessibility Audits, A/B Testing, User Interviews, Surveys, Affinity Mapping, Thematic Analysis, Design Documentation, Qualitative Research, Quantitative Research, Card Sorting, Insights Synthesis
Technology & AI: HTML, CSS, JavaScript, React.js, SQL, MCP, AI-assisted coding with Cursor, Lovable AI, Figma Make
Tools: Figma, FigJam, Framer, Sketch, Miro, Illustrator, Photoshop, After Effects, Adobe XD, Jira, Notion, Asana, ProtoPie, Origami, LottieFiles, Voiceflow, Google Analytics, Userlytics, UX Metrics, Amazon Lex, WordPress, Optimal Workshop

AWARDS & LEADERSHIP

Eazeebox Outstanding Performance in Creativity & Strategic Vision *Sept 2024*

Rotary Club - Rajmahal Vilas Bangalore *Mar 2021*

Led a 10-day COVID-19 vaccination drive at a local clinic, serving 20 senior citizens per day.

Ministry of Electronics and IT *Nov 2019*

Organized an e-waste collection drive for recycling and reuse, raising awareness about environmental sustainability.