ABOUT ME

As an engineer-turned-designer with eight years of total experience, including **four years** focused on UX research and design at **TCS Interactive**, I view design as more than just functionality, usability, and aesthetics. My philosophy embraces design as a continuous, inclusive, collaborative, and creative practice. I am interested in exploring what is beyond human-centered design and in speculating the role of technology in shaping our interactions and the world around us.

KEY SKILLS

Qualitative research and analysis

Ideation and generative research

Wireframing and prototyping

Hi-fidelity UI Design & Design Systems

Collaboration with multi-disciplinary teams

Storytelling and empathy

Data visualization and presentation

Systems thinking and service design

TOOLS

Figma, Adobe XD, Mural,
Illustrator, MS 365, Photoshop

INTERESTS

GEETHU DAVIS
Senior UX Designer

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🖱 https://bento.me/geethudavis   📍 Bengaluru, India

💼 EXPERIENCE SUMMARY

User Experience Designer (4 years, Present)

Experienced in working on innovation-driven projects and strategic initiatives, as both a user researcher and a UX designer. My engineering background, combined with my experience in strategic initiatives, has equipped me with a unique blend of technological perspective and a business-focused mindset, complementing my design expertise.

Customer Experience Support (4 years)

In the early stages of my career, I specialized in enhancing the usability and efficiency of a cluster of B2B applications for a major Australian bank by working closely with the users. This is where I built the foundations of user research and honed my design sensibility.

🎓 EDUCATION

2019 - 2021

M.Des in Human-centered Design   7.94 / 10

Srishti Institute of Art, Design and Technology

Bengaluru City University

2010 - 2014

B.Tech in Electronics & Communication   78.8%

Model Engineering College, Ernakulam, Kerala

Cochin University of Science and Technology

💬 LANGUAGES

● English (Fluent)   ● Hindi (Intermediate)   ● Malayalam (Native)

ROLES

User Experience Designer,

TCS Interactive

2021 – Present

⊙ TCS Bangalore

IT Analyst,

Customer Experience Support

2014 – 2019

⊙ TCS Kochi

⊙ Client Office, Sydney

WORK EXPERIENCE

○ Clients from Retail, Healthcare, Banking and Telecom domains

○ Design Honour award at TCS Innovista 2023

- Conducted qualitative user research through detailed interviews, analyzed user behaviors, and delivered actionable insights to inform user-centered design solutions.

- Developed detailed user personas, story boards and customer journey maps to visualize a seamless end-to-end customer experience.

- Designed interactive prototypes to illustrate the user experience of digital products and extend customer journeys beyond traditional touchpoints.

- Advocated for user-centered design principles and secured stakeholder buy-in for design decisions.

- Performed competitive analysis and defined KPIs to measure and evaluate customer experience.

- Created as-is and to-be service blueprints to capture the interactions within complex systems.

- Co-facilitated virtual and physical design thinking workshops as part of Global DT Practice group.

- Worked on innovation-led projects for leading players in Healthcare (North America) and Banking (Australia) domains, conceptualizing and prototyping unique solutions.

- As part of strategic initiatives group, collaborated with other technical and business teams to create and pitch prototypes tailored to industry-specific use cases, addressing client business strategies.

○ Client: Leading Bank in Australia

- Designed optimized workflows that enhance user efficiency and satisfaction for Equities and Fixed Income trading applications used within the bank, by cultivating a deep understanding of the trader's requirement.

- Worked closely with developers, project managers, and other stakeholders to understand technical constraints and requirements.

- Identified limitations and deficiencies in existing systems and processes, and resolved this through change requests.

- Reviewed and updated project documentation to provide an intuitive, user-friendly, and accessible documentation platform for all users.