

LYDIA BHUPATHIRAJU

Product Designer (open for full time/contract roles/open to relocation)

Email: Lydiagrace890@gmail.com | Portfolio: Lydiabhupathiraju.com | Phone: (317) 540-1653

ABOUT

Creative and results-driven Product Designer with 2+ years of experience designing user-centered digital experiences for HealthTech, EdTech, and consumer apps. Skilled in end-to-end product design, from research and prototyping to high-fidelity UI and scalable design systems. Strong background conducting user research, usability testing, and translating insights into data-driven, accessible solutions.

WORK EXPERIENCE

PeakMacro (HealthTech, AI Nutrition)

Founding Designer

Sep 2025- Present

- Defined product vision and UX strategy for a calorie-tracking mobile app on App Store, incorporating user feedback that led to 60% user satisfaction in initial reviews.
- Conducted 8+ user interviews and 3 usability testing cycles, translating insights into validated features that improved onboarding completion.
- Designed 40+ high-fidelity screens, core user flows, and scalable design system foundations to ensure consistency and future growth.
- Collaborated closely with engineers to streamline handoff (reducing implementation friction by 30%) and successfully ship v1 on schedule.

NeonBrains (Spiritual wellbeing, Conversational AI)

Jun 2025- Feb 2026

Product Designer

- Led the end-to-end UX/UI design of Praiyerly's core product by transforming early-stage concepts into a functional MVP through wire-framing, prototyping, and iterative user testing.
- Conducted user research including interviews, surveys, and competitive analysis to define user needs, inform product strategy, and support data-driven design decisions.
- Developed a scalable Figma design system, created user flows, information architecture, and component libraries, while ensuring accessibility compliance with WCAG 2.1 standards and ARIA guidelines to enhance usability for all users.
- Collaborated cross-functionally with product managers and developers to prioritize features, deliver user-centered, accessible solutions on schedule.

Megaputer (B2B SaaS, Data Analysis)

Jan 2024- April 2025

UI/UX Designer

- Interviewed 5+ stakeholders and 10+ users through think-aloud sessions to uncover user needs and preferences, leading to a 90% improvement in user satisfaction and alignment with business goals.
- Analyzed 15+ research papers on redesign strategies and employed card sorting techniques to refine information architecture, enhancing user navigation and reducing cognitive load by 35%.
- Redesigned and implemented intuitive information architecture and design systems, improving usability and consistency across platforms, which increased user engagement by 45%

Chess for visually impaired

UX Research | Case study

Mar 2024- May 2024

- Engineered innovative tactile chess interface for visually impaired players, based on comprehensive analysis of 11+ academic and industry sources, addressing major accessibility challenges and significantly enhancing gameplay experience.

SKILLS

Research: User Interviews, Surveys, Usability Testing, Google Analytics, Task Analysis, Market Analysis, Journey Map, Storyboarding, Affinity Mapping

Tools: Figma, Sketch, Adobe XD, Blender, Adobe Photoshop, Adobe Illustrator, Adobe Pro Suite, Adobe

Design: Interaction Design, Visual Design, Information Architecture, Sketching, Wire framing, Prototyping, Typography

Languages: JavaScript, C/ C++ Visual Basic, HTML, R, CSS

EDUCATION

Indiana University Indianapolis

GPA- 3.8

Masters in Human-Computer Interaction

Dec 2024

CERTIFICATIONS

- Google UX Design Certificate
- Nielsen Norman Group UX Certification
- Interaction Design Foundation (IDF) Certification