

Vivek Sridhar

Senior Product/UX Designer

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Dear Hiring Manager and Team,

I'm a Senior Product Designer with 9+ years of experience designing digital products, enterprise platforms, and complex user experiences, with a strong focus on healthcare, insurance, and other environments where usability, accuracy, and operational complexity matter.

Over the years, my work has taken me across the full design journey from understanding problems and user needs to defining flows, creating interaction models, prototyping, testing, and delivering scalable design solutions. My experience includes working on complex enterprise applications spanning claims, member and provider experiences, benefits and eligibility, operational systems, and NLP-driven healthcare solutions.

I enjoy working on problems that are not immediately simple to solve. I'm particularly comfortable making complex information easier to understand, turning complicated workflows into intuitive experiences, and designing systems that work for multiple personas and business needs. My approach combines human-centred thinking with strong attention to interaction, information architecture, visual design, consistency, and real-world usability.

Design, for me, has also never existed in isolation.

Throughout my career, I have worked closely with product managers, engineers, QA teams, business stakeholders, and other designers to translate requirements into practical and scalable solutions. I have also contributed to design systems and reusable components, helping teams create more consistent experiences while improving the efficiency of design and delivery.

Alongside product design, I bring a strong visual and communication design background. I have worked on branding, corporate identity, event campaigns, presentations, storytelling, and creative initiatives allowing me to move comfortably between product thinking and visual communication.

I also believe that good design should influence more than screens. It should help teams think better, communicate more clearly, and make better decisions. This has led me to conduct workshops, mentor others, collaborate with creative communities, and contribute to design-led initiatives beyond my core product responsibilities.

What I bring to a team is therefore a combination of product thinking, UX craft, visual design, business understanding, collaboration, and curiosity.

I'm always interested in meaningful problems, ambitious teams, and opportunities where design can create measurable value for both people and organisations.

If my work and approach resonate with what you are looking for, I would be glad to start a conversation.

Thank you for taking the time to explore my work.