

Srinivas BM

Experienced and strategic User Experience Design leader with over 24 years of expertise in designing and leading cross-functional teams to deliver outstanding user-centered design solutions. Demonstrated success in enhancing product usability, boosting customer satisfaction, and driving business growth through innovative design strategies.

Proficient in cultivating a collaborative design culture and utilizing data-driven insights to make informed UX decisions. Adept at training and mentoring emerging UX leaders to lead effectively, foster innovation in product design, and ensure user experiences that align with business goals.

Skilled in building and managing large UX teams across varying experience levels, establishing best practices that enhance customer satisfaction and propel business growth. Eager to apply my expertise and drive impactful results within a dynamic organization.

Judicial Layout, Talaghattapura,
Kanakapura Road,
Bangalore - 560109.
Karnataka.
India.

+91 9886179074

max@maxdiamondhead.com

PORTFOLIO LINKS

[Maxdiamond](#)

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REFERENCES

Akshay Bharadwaj

Country Head,
Social Point, Barcelona, Spain

+34 679702778

[LinkedIn](#).

Sachin Naik

Founder,
Cuzorlabs, Bangalore, India

+91 6362704694

[LinkedIn](#)

Deepak Saini

Founder & CEO,
Sahaj Gaming, Bangalore, India

+91 9880573700

[LinkedIn](#)

EXPERIENCE

Zynga Game Network India Pvt Ltd., Bangalore, India *Director, Experience Design*

MAY 2016 - SEPTEMBER 2023

- Led a team of 27 designers, researchers and interns, in creating and implementing user-centered design processes and methodologies across several products/IPs.
- Spearheaded the design system and rapid prototyping framework of Farmville 2, resulting in about 70% decrease in UX/UI production resources, reduced the UI bugs to zero and a significant improvement in conversion rates.
- Led the UX design team on several features, resulting in higher user engagement due reduction/elimination of legacy issues and a significant decrease in user support requests.
- Developed and executed UX strategies that contributed to increase in revenue over multiple quarters.
- Designed and developed in-house frameworks for effective UX design, decision making and communication for collaborating with the stakeholders.
- Contributed to building, leading UX teams across live ops and new IPs including hands-on contribution at several stages.
- Collaborated with the organization's global leadership and contributed towards operational policies and developing frameworks that enable building stronger teams.
- Established and maintained strong relationships with key stakeholders to ensure alignment between design efforts and business objectives.
- Championed usability testing and user research initiatives, delivering actionable insights that informed product improvements.

Lava International Ltd, Bangalore, India *Head of User Experience*

OCTOBER 2013 - NOVEMBER 2015

- Conceptualized the idea, crafted the User Experience (UX), formulated the Product Strategy, managed Social Marketing, and designed the Visual elements for HIVE, which stands as India's pioneering custom ROM built on the Android platform.
- Collaborated closely with product managers, engineers, and executives to define project goals and ensure successful execution.
- Implemented design thinking workshops and user feedback sessions, fostering a culture of continuous improvement.
- Introduced and maintained design systems and style guides, ensuring consistency across all product offerings.

SKILLS

- 1. UX Design Expertise:**
Strong understanding of UX principles, usability, and user-centered design processes.
- 2. Technical Proficiency:**
UX design tools such as Sketch, Adobe XD, Figma, or similar software.
- 3. Project Management:**
Experience in managing projects from conception to completion, including timelines, resources, and budgets.
- 4. Team Leadership:**
Lead and mentor a team of UX designers, providing guidance, feedback, and support.
- 5. Strategic Thinking:**
Aligning UX design efforts with business goals and overall company strategy.
- 6. User Research Skills:**
Proficiency in conducting user research, usability testing, and interpreting results to inform design decisions.
- 7. Prototyping and Wireframing:**
Skill in creating prototypes and wireframes to visualize concepts and gather early feedback.
- 8. Interaction Design:**
Understanding of interaction design principles and best practices for creating intuitive and engaging user interfaces.
- 9. Visual and Motion Design:**
Knowledge of visual design principles, typography, and color theory to create aesthetically pleasing interfaces.
- 10. Communication Skills:** Clear

Freelance,
Bangalore, India
Freelance Motion Designer, 3D Generalist, Art Director

APRIL 2013 - SEPTEMBER 2013

- Art Direction, Motion graphics, Character Animation, Industrial Visualization, VFX, Branding, Mobile App

Spot Inc,
Bangalore, India
Visual Experience Designer

APRIL 2011 - MARCH 2013

- UX, Visual Design, branding, animations and motion graphics promo materials for the OneFLO iOS app.
- Conducted in-depth user research and analysis, translating findings into user personas, user journeys, and wireframes.
- Collaborated with development teams to ensure the successful implementation of design solutions.

Subvertigo,
Bangalore, India
Freelance Motion Designer, 3D Generalist

JUNE 2010 - APRIL 2011

- Art Direction, Motion graphics, 3D animation, Character Animation, Industrial Visualization, VFX, Design for Print and Web, Flash animation (Actionscript), Live and CG Integration, Branding.

Mindtree Wireless (formerly Kyocera Wireless India),
Bangalore, India
Lead VFX Artist

DECEMBER 2009 - JUNE 2010

- Visual Design, animations, transitions for India's first indigenous Android phone and the custom ROM for the project code-name NEO, including the motion graphics promotional materials.

National Institute of Design,
Bangalore, India
Visiting Faculty

JULY 2007 - OCTOBER 2007

- Brief tenure as the very first visiting faculty member at the Bangalore campus of National Institute of Design, instructing first-semester students in Design & Digital Experience (DDE) and Design & Retail Experience (DRE) disciplines on industry-level graphic design and introductory 3D concepts.

Trellisys.net,
Bangalore, India
Lead Motion Graphics Designer & 3D Generalist

FEBRUARY 2004 - NOVEMBER 2009

- Produced motion graphics, design for web and print, web

and effective communication with stakeholders, team members, and cross-functional teams.

11. Problem-Solving Abilities:

Strong analytical and problem-solving skills to address design challenges and optimize user experiences.

12. Empathy and User Advocacy:

Ability to empathize with users and advocate for their needs throughout the design process.

13. Collaboration:

Experience working collaboratively with product managers, engineers, marketers, and other stakeholders.

14. Adaptability:

Flexibility to adapt to changing priorities, project requirements, and organizational dynamics.

15. Knowledge of UX Trends:

Awareness of current UX trends, emerging technologies, and industry best practices.

16. Feedback Incorporation:

Skill in incorporating feedback from stakeholders and users into design iterations.

17. UX Metrics and Evaluation:

Understanding of UX metrics and methods to evaluate the success of designs.

18. Documentation:

Ability to create design documentation, specifications, and style guides for development teams.

19. Leadership in UX Culture:

Fostering a strong UX culture within the organization, promoting user-centric design thinking and practices.

20. Negotiation Skills:

Ability to negotiate trade-offs between design, business, and

development, campaign materials for trade show installations, industrial visualizations, creation of game assets, 3D animation, Flash animation, and more.

technical constraints.

LANGUAGES

English (Fluent), Kannada (Native), Hindi (Fluent)

ACE Dentistry And Dept Of Bioinformatics, KLE Institute Of Dental Sciences,
Belgaum, India
Designer, Animator

NOVEMBER 2002 - JANUARY 2004

- Created promotional materials for the Academy for Continuing Education and the Department of Bioinformatics, focusing on design and animation. Additionally, design and animate experimental courseware for Dentistry.

Apeksha Consultancy,
Belgaum, India
Motion Designer

NOVEMBER 2002 - JUNE 2003

- Produced motion design elements for a local news broadcast channel, including channel identity animations. Additionally, designed, developed web designs and Flash animations for diverse clients of the company.

Integrated Technologies,
Belgaum, India
Designer, Animator

JUNE 2002 - OCTOBER 2002

- Flash animation, Web design and development. 3D animation and motion graphics.

Creative India Services,
Belgaum, India
Multimedia Designer

MAY 2001 - JUNE 2002

- Provided print and web design services, as well as Flash animation and web development for the company's online portal.