Srinivas BM

I build high performing design teams and foster design culture.

With a dynamic career spanning over 13 years in UX Design and 11 years in Creative & Motion Design, I have transitioned from a creative motion design specialist to a strategic leader in User Experience (UX) design.

My journey reflects a deep passion for blending artistic vision with user-centered design principles, culminating in a proven track record of enhancing user interactions, driving business growth, and fostering collaborative design cultures.

My career trajectory underscores a unique blend of creative prowess and strategic UX leadership, demonstrating a versatile skill set that adapts to evolving design needs.

EXPERIENCE

UX Journey

Senior Manager, Product Design

Sitetracker, Bangalore, India
October 2024 - Present

- Scaled and led the India-based product design team, growing the team from 3 to 6 designers within three months to meet rapid product demands.

- Built and maintained strong cross-functional collaboration with product managers, engineering teams, and leadership across India and the U.S., aligning design strategy with business goals.

- Played a key role in strengthening the Bangalore design hub as centre for excellence by hiring top talent, establishing onboarding frameworks, and creating career development paths.

- Fostered a vibrant design culture through regular design critiques, collaborative workshops, and process interoperability across global teams.

- Mentored designers to operate autonomously in fast-paced environments, including periods without direct product management support, ensuring continued product momentum and quality.

CONTACT

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SKILLS

1. UX Design Expertise
2. Technical Proficiency
3. Project Management
4. Team Leadership
5. Strategic Thinking
6. User Research Skills
7. Prototyping and Wireframing
8. Interaction Design
9. Visual and Motion Design
10. Communication Skills
11. Problem-Solving Abilities 12. Empathy and User Advocacy
13. Collaboration
14. Adaptability
15. Knowledge of UX Trends
16. Feedback Incorporation
17. UX Metrics and Evaluation
18. Documentation
19. Leadership in UX Culture
20. Negotiation Skills

Director, Experience Design

Zynga Game Network India Pvt Ltd., Bangalore, India
July 2021 - September 2023

Lead, Experience Design

Zynga Game Network India Pvt Ltd., Bangalore, India
May 2016 - July 2021

- Led a team of 27 designers, researchers, and interns in developing and implementing comprehensive user-centered design processes, design systems across multiple products and IPs.

- Championed the creation of a design system and rapid prototyping framework for Farmville 2, achieving a 70% reduction in UX/UI production resources, eliminating UI bugs, and enhancing conversion rates.

- Led the UX teams at FarmVille franchise in optimizing features, significantly boosting user engagement and decreasing user support requests by resolving legacy issues.

- Formulated and executed strategic UX initiatives for FarmVille franchise, Casino games and Word puzzle games that contributed to increased revenue over multiple quarters.

- Designed and developed Praxis, an in-house heuristic framework for UX design, fostering effective decision-making and stakeholder collaboration.

- Built and mentored UX teams across live operations and developing new IPs, also contributing hands-on throughout various project stages.

- Collaborated with global leadership to shape operational policies and frameworks, enhancing team building and alignment with business objectives.

- Led usability testing and user research initiatives, providing actionable insights that drove product enhancements.

Head of User Experience

Lava International Ltd., Bangalore, India
June 2014 - November 2015

REFERENCES

Akshay Bharadwaj
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Country Head, *Social Point, Barcelona, Spain*

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Sachin Naik
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Founder, *Cuzorlabs, Bangalore, India*

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Deepak Saini
LinkedIn
Founder & CEO, *Sahaj Gaming, Bangalore, India*

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LANGUAGES

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

Senior User Experience Designer

Lava International Ltd., Bangalore, India
October 2013 – June 2014

- Spearheaded the conceptualization and design of the User Experience (UX) for HIVE, India's first custom ROM on the Android platform, including product strategy and social marketing.
- Worked closely with product managers, engineers, and executives to define project goals and ensure successful implementation.
- Facilitated design thinking workshops and user feedback sessions to nurture a culture of continuous improvement.
- Established and maintained design systems and style guides to ensure consistency across all product offerings.

Freelance Motion Designer, 3D Generalist, Art Director

Freelance, Bangalore, India
April 2013 – September 2013

- Delivered art direction, motion graphics, character animation, industrial visualization, VFX, branding, and mobile app design (Android and iOS) for various projects.

Visual Experience Designer

Spot Inc, Bangalore, India
April 2011 – March 2013

- Conducted user research and analysis to create user personas, user journeys, and wireframes.
- Provided UX, visual design, branding, and motion graphics for the OneFLO iOS app.
- Worked with development teams to ensure the successful implementation of design solutions.

Creative & Motion Design Journey

Freelance Motion Designer, 3D Generalist

Subvertigo, Bangalore, India
June 2010 – April 2011

- Directed art and motion graphics projects, including 3D animation, character animation, industrial visualization, VFX, print and web design, Flash animation, live/CG integration, and mobile app design (Android and Blackberry).

Lead VFX Artist

Mindtree Wireless (formerly Kyocera Wireless India), Bangalore, India
December 2009 – June 2010

- Created visual designs, animations, and transitions for India's first indigenous Android phone and custom ROM, including motion graphics for promotional materials.

Visiting Faculty

National Institute of Design, Bangalore, India
July 2007 – October 2007

- Served as the first visiting faculty member at the Bangalore campus, instructing first-semester students in Design & Digital Experience (DDE) and Design & Retail Experience (DRE) disciplines on graphic design and introductory 3D concepts.

Lead Motion Graphics Designer & 3D Generalist

Trellisys.net, Bangalore, India
February 2004 – November 2009

- Produced motion graphics, web and print design, web development, trade show campaign materials, industrial visualizations, game assets, 3D animation, and Flash animation.

Designer, Animator

ACE Dentistry and Dept of Bioinformatics, KLE Institute of Dental Sciences, Belgaum, India
November 2002 – January 2004

- Developed promotional materials and experimental courseware for the Academy for Continuing Education and the Department of Bioinformatics, with a focus on design and animation.

Motion Designer

Apeksha Consultancy, Belgaum, India
November 2002 - June 2003

- Created motion design elements for a local news broadcast channel, including channel identity animations, and developed web designs and Flash animations for various clients.

Multimedia Designer

Creative India Services, Belgaum, India
May 2001 - June 2002

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