Srinivas BM

Bangalore, Karnataka, India | +91 9886179074 | max@maxdiamondhead.com
LinkedIn: https://linkedin.com/in/srinivas-bm | Portfolio: https://maxdiamondhead.com

---

PROFESSIONAL SUMMARY

Design Leader with 25+ years of experience (14 years UX Design, 11 years Creative/Motion Design, 16+ years in leadership). Expert in scaling high-performance design teams (up to 27 members), fostering cultures of excellence, innovation, building 0-1 products, design systems, and driving revenue growth through user-centered strategies and operational efficiency. Specializes in complex systems, mobile ecosystems, gamification, and cross-functional collaboration.

CORE COMPETENCIES

Design Leadership • Team Scaling & Mentorship • Design Operations • UX Strategy • Organizational Design • Design Systems • User Research • Product Strategy • Interaction Design • Cross-Functional Collaboration • Remote Team Management • Motion Graphics • 3D Design • Visual Design • Gamification

---

PROFESSIONAL EXPERIENCE

Senior Manager, Product Design | SiteTracker | Bangalore, India | *October 2024 – July 2025*
- Scaled product design team from 3 to 6 designers in 3 months; established Bangalore hub as 'Center for Excellence'
- Built cross-functional collaboration across India and U.S. teams, aligning design strategy with business goals
- Mentored designers to operate autonomously, maintaining zero loss in product momentum during PM transitions

Director, Experience Design | Zynga Game Network | Bangalore, India | *Jul 2021 – Sep 2023*
- Led 27-member multidisciplinary team of designers, researchers, and interns across multiple IPs and products
- Championed FarmVille 2 design system achieving 70% reduction in UX/UI resources, eliminating UI bugs, and enhancing conversion rates
- Developed 'Praxis' – proprietary heuristic framework for Game UX, streamlining stakeholder collaboration
- Executed strategic UX initiatives for FarmVille, Casino, and Word games contributing to revenue growth over multiple quarters

Lead, Experience Design | Zynga Game Network | Bangalore, India | *May 2016 – Jul 2021*

- Implemented comprehensive user-centered design processes and design systems across multiple products

- Led usability testing and user research initiatives providing actionable insights for product enhancements

- Built and mentored UX teams for live operations and new IPs, contributing hands-on across project stages

Head of User Experience | Lava International Ltd | Bangalore, India | *Jun 2014 – Nov 2015*
- Spearheaded UX design and product strategy for HIVE – India's first custom Android ROM, including product and marketing strategy

- Established design systems and style guides ensuring consistency across all mobile product offerings

Senior User Experience Designer | Lava International Ltd | Bangalore, India | *Oct 2013 – Jun 2014*
- Led UX design, user/market research for mobile product suite, establishing foundational design standards, experience design for HIVE OS India's first custom ROM for Android.

EARLIER EXPERIENCE (2001-2013)

Visual Experience Designer | Spot Inc | Bangalore, India | *April 2011 – March 2013*
- Core design team member managing UX, visual design, branding, and motion graphics for OneFLO iOS app startup

Freelance Motion Designer, 3D Generalist, Art Director | *2010-2013*
- Motion graphics, 3D animation, industrial visualization, and mobile app design for international clients

Lead VFX Artist | Mindtree Wireless | Bangalore, India | *December 2009 – June 2010*
- UI, visual designs, and motion graphics for India's first indigenous Android phone (NEO)

Visiting Faculty | National Institute of Design | Bangalore, India | *July 2007 – October 2007*
- First visiting faculty at Bangalore campus teaching Design & Digital Experience and 3D concepts

Lead Motion Graphics Designer & 3D Generalist | Trellisys.net | Bangalore, India | *February 2004 – November 2009*
- Motion graphics, industrial visualizations, interactive experiences, and 3D animation

Designer, Animator & Multimedia Designer | Various Organizations | Belgaum, India | *2001-2004*
- Motion design, animations, web/print design, and promotional materials for educational institutions and businesses

---

ADDITIONAL INFORMATION

Technical Skills: Figma, Sketch, Adobe Creative Suite, Prototyping Tools, 3D Animation Software, User Research Tools

References: Available upon request