

Srinivas BM

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PROFESSIONAL SUMMARY

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

PROFESSIONAL EXPERIENCE

Freelance Consultant, Product Design & Strategy | Bangalore, India | *August 2025 – Present*

- Piloted the integration of advanced AI tools and LLMs into the product design lifecycle, establishing automated workflows that significantly accelerate ideation, rapid prototyping, and research synthesis.
- Executed end-to-end solo product development, encompassing overarching product strategy, UX/UI design, and technical development, for zero-to-one applications, including the local event platform Headbangalore and B2B operations hub DukaanDesk.
- Advised clients on leveraging AI-driven design systems and modern, agile development stacks to rapidly scale conceptual platforms (such as hyperlocal civic engagement tools) into functional prototypes and market-ready products.

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, leading AI tools, Adobe Creative Suite, Prototyping Tools, 3D Animation Software, User Research Tools

References: Available upon request

CORE COMPETENCIES

Design Leadership • Team Scaling & Mentorship • Design Operations • UX Strategy • AI-Driven Design Workflows • LLM Integration • End-to-End Product Development • Organizational Design • Design Systems • User Research • Product Strategy • Interaction Design • Cross-Functional Collaboration • Remote Team Management • Motion Graphics • 3D Design • Visual Design • Gamification
