

Sumanth Guntumadugu

Product Manager

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Portfolio

SUMMARY

Results-driven Lead Designer and Innovation Research Specialist with 9 years of experience in crafting user-centred digital solutions across AI-driven platforms, enterprise SaaS, healthcare, Telecom, and IoT ecosystems, web and mobile platforms. Adept at end-to-end product development, usability research, and design thinking to drive product growth and enhance user engagement. Passionate about solving complex product challenges using human-centred design, research-backed insights, and strategic innovation. Specialize in designing scalable, intuitive, and accessible experiences that balance user needs, business goals, and technical feasibility.

WORK EXPERIENCE

Sr. Product Designer – Cricket Wireless (AT&T), Atlanta, GA

May 2025 – Present

Voyage – Cricket’s enterprise CRM for end-to-end customer care and account servicing across global contact centers.

- Led UX design for high-impact workflows as part of Voyage’s CRM modernization, supporting Cricket’s global transition away from legacy systems and standardizing agent experience.
- Developed role-based user personas for voice/chat agents, retail agents, and supervisors, ensuring all designs accounted for varying responsibilities, permissions, and operational needs at enterprise scale.
- Conducted on-site research in Guatemala with voice and chat agents, using contextual inquiry and stakeholder interviews to observe workflows, uncover frictions in legacy processes, and validate design assumptions in real-world conditions.
- Leveraged FullStory session data and quantitative insights to identify high-friction interactions, validate usability issues observed in research, and continuously prioritize design improvements for globally distributed agent teams.
- Drove UX for the first unified Telesales flow in Voyage, consolidating account set up and device sales into a single experience-ready experience that replaced fragmented legacy and digital workflows and enabled faster iteration and learning.
- Designed and launched Cricket Passport, enabling Cricket’s first international roaming program, within few days, care agents enrolled five-figure customers generating six-figure revenue through the new Voyage flow, demonstrating rapid adoption and measurable business impact.
- Provide design leadership and mentorship to two designers through regular 1:1s, bi-weekly design critiques, and collaborative workshops, ensuring design quality, alignment, and timely delivery across initiatives.

Sr. UX Designer – Lithia & Driveway, Medford, OR

March 2024 – May 2025

Daytona – An AI-driven platform that automates workflows, enhances customer interactions, and streamlines operations.

- Led UX strategy and design of GenAI Studio, an AI-powered product streamlining workflows and customer engagement. Worked through the 0-1 product development phase, collaborating with engineers and stakeholders to create intuitive AI-driven interactions.
- Conducted in-depth user research and usability testing to identify friction points in chat controls. Iterative design improvements led to a reduction in friction.
- Developed user personas and journey maps to inform design decisions, ensuring the product resonates with the target users and effectively addresses their workflow.
- Designed and refined UI components, like chat controls, model selection, and integration framework, ensuring accessibility and usability best practices.
- Facilitated cross-functional workshops using design thinking frameworks with tools such as Miro and FigJam to generate ideas, accelerating decision-making, leading to faster development cycles.
- Monitored and analyzed post-launch user feedback, iterating on design elements to optimize the overall user experience, leading to higher engagement and usability scores.

Senior User Experience Designer – INDYCAR, Indianapolis, IN

January 2023 – December 2023

INDYCAR – A gamified racing platform designed to boost fan engagement and attract younger audiences through fantasy gameplay.

- Led UX design for INDYCAR fantasy, a gamified racing experience aimed at attracting a younger demographic (age 21-39), expanding INDYCAR’s digital engagement.
- Conducted usability research and testing, gathering insights from surveys, user interviews, and usability tests, uncovering critical usability gaps that led to faster user navigation.

- Redesigned the fantasy gaming interface, improving feature discoverability, navigation, and onboarding flow.
- Presented UX research findings and design proposals to stakeholders, aligning design decisions with business goals and securing buy-in for usability improvements that increase user satisfaction.
- Maintained focus on usability and accessibility, ensuring the redesigned fantasy platform meets the needs of the user base.

Product Designer– GetAlfred.co, Chicago, IL

September 2023 – December 2023

IoT Smart Lock – A smart-home security system focused on delivering a smooth, intuitive onboarding & setup experience for new users.

- Designed and optimized onboarding workflows for an IoT smart lock system, reducing setup complexity, and ensuring seamless first-time user activation.
- Conducted usability testing and rapid prototyping, leading to design refinements that decreased customer support tickets by 35%.
- Collaborated with Product Managers and Designers to strategize ideas on the business model, resulting in the creation of new revenue streams.
- Delivered an extensive design recommendation report to the client, presenting working prototypes and mockups for further consideration.

Product Designer – CreateAbility, Indianapolis, IN

August 2022 – December 2022

SteadyGait – A wearable assistive device that supports Parkinson’s patients with mobility-improving cues for safer & stable movement.

- Led UX strategy for SteadyGait, a wearable assistive device aimed at improving mobility for Parkinson’s patients, resulting in a reduction in falls and a better quality of life.
- Conducted qualitative research, including user interviews, observational studies, and usability testing. Identifying key points and enhancing accessibility.
- Designed and iterated key features, such as laser cues, and an audio metronome, improving walking performance and stability.
- Performed TAM/SAM/SOM market analysis, defining product-market fit and shaping strategic business decisions for launch.

Product Designer – RingCo, Indianapolis, IN

May 2022 – August 2022

YardConnect – A logistics platform using iBeacon technology to improve trailer tracking and streamline yard operations.

- Led end-to-end UX design for a yard-management system focused on improving asset visibility and reducing manual coordination in high-volume logistics environments.
- Executed stakeholder workshops and contextual research with yard operators, dispatchers, and supervisors to map real-world workflows and uncover breakdowns during trailer handoffs and shift changes.
- Designed role-based dashboards and interaction models replacing outdated manual communication methods that surfaced critical location and status information, enabling faster, more confident operational decision-making.
- Created exception-handling and alert flows for misplaced, delayed, or mismatched trailers, helping teams identify and resolve issues with minimal disruption.
- Balanced data density, accuracy, and usability when designing real-time tracking interfaces, ensuring clarity and trust in time-sensitive operational contexts.
- Collaborated closely with engineering and operations teams to translate iBeacon-driven data into reliable, development-ready user experiences aligned with on-the-ground constraints.
- Planned and conducted usability walkthroughs and feedback sessions with logistics stakeholders, validating workflows and refining interactions to ensure the system supported real-world operational needs.
- Acted as a bridge between design, engineering, and operations teams, clearly communicating user needs, design rationale, and tradeoffs to ensure UX decisions delivered measurable operational value.

UX Researcher – National Institute for fitness and sport, Indianapolis, IN

January 2022 – May 2022

Fitness App Usability Audit – A research initiative evaluating a fitness app to improve engagement, navigation, and usability.

- Conducted a usability audit for the fitness app, uncovering 7 major usability issues to improve the app's engagement rate.
- Performed qualitative research, including think-aloud sessions, interviews, and cognitive walk-throughs, identifying friction points and navigation challenges.
- Redesigned key user flows, making the app easier to navigate and reducing user frustration.
- Synthesized research insights into a strategic report, leading to the resolution of critical UX issues.

UX Designer – TATA Medical and Diagnostics, India

May 2021 – December 2021

TATA DiNC – A mobile COVID self-testing platform designed for Indian Premier League teams to enable fast, reliable testing and easy result reporting.

- Researched and conceptualized a COVID self-testing platform at TATA MD, an app-based testing for Indian sports teams, ensuring timely detection of COVID cases.
- Conducted user research with stakeholders to understand pain points in self-testing. Insights led to a simplified test submission process.
- Developed user persona and journey maps to optimize testing flows.
- Iterated chatbot UX through 8+ rounds of usability testing, refining conversational accuracy and improving response clarity.
- The product was initially launched in partnership with two Indian Premier League teams, establishing a record of effectiveness and reliability with an 80% success rate among 50+ participants.

UX Designer – Arth Design Build, India

January 2021 – May 2021

LivSYT - A construction-management SaaS tool that streamlines contractor workflow efficiency with a self-service solution.

- Redesigned the user experience for LivSYT, a SaaS platform for contractors, optimizing real-time project tracking and resource allocation.
- Led design consistency initiative, reducing user errors through use case documentation and UI standardization in less than 4 months to develop flows and interactions for mobile and web platforms.
- Performed think-aloud usability testing with 10 participants, refining core interactions and improving navigation efficiency.
- Worked closely with engineering teams, ensuring that UX recommendations were properly implemented.

Web Designer – Hypercube Technologies, India

February 2019 – December 2020

- Collaborated with web designers to conceptualize and finalize project designs and layouts.
- Developed and coded HTML websites from start to finish, ensuring seamless functionality.
- Ensured websites were cross-platform compatible and optimized for various browsers and devices.
- Performed comprehensive website performance and usability tests to enhance user experience.
- Applied in-depth knowledge of web design and user application requirements to deliver high-quality websites.
- Improved website load time by 30% through code optimization and enhanced website architecture.
- Worked closely with design and marketing teams to create visually appealing, user-friendly websites.

Web Designer – Pinnacle Techno Solutions Pvt. Ltd., India

July 2017 – February 2019

- Collaborated with Adobe Campaign Consultants to deliver tailored product solutions.
- Executed high-performing email marketing campaigns, optimizing engagement and conversion rates.
- Diagnosed and resolved email rendering issues across various email clients and mobile platforms.
- Maintained comprehensive documentation of campaign processes to ensure a seamless service experience.
- Assisted in the development, communication, and implementation of backup plans for campaigns.
- Tracked key campaign metrics, maintaining accurate and up-to-date reports for internal teams.
- Provided real-time feedback to associates, fostering continuous improvement.
- Stayed informed on Campaign Management Best Practices and emerging trends.
- Worked closely with clients to assess requirements and configure Adobe Campaign to meet their business objectives.
- Developed and documented custom solutions to address specific client needs.
- Proactively diagnosed, troubleshooted, and resolved technical issues to ensure campaign success.

LEADERSHIP AND MENTORING

Design Thinking Mentor – Indiana University, Indianapolis

January 2022 – December 2023

- Mentored over 85 students in human-centered design thinking, research methodologies, and UX best practices through workshops and portfolio design sessions.

Parks of the future, Design Sprint (Finalist) – Indiana University, Indianapolis

March 2023

- Recognized for innovative design skills & problem-solving abilities in conceptualizing future park experiences.

IBM Watson IoT, Hackathon (1st Place Winner) – JNTU, India

April 2017

- Led the design of an IoT solution, integrating user-centred principles to enhance smart technology applications.

SKILLS

- **Research and Design:** Research planning and Participant Recruitment, User and Expert interviews, Surveys and Questionnaires, Data Analysis and Visualization, Prototyping and Wireframing, Technical and Research documentation, Project Management and Collaboration, Design Thinking Workshop Facilitation (On-site & Remote), Business & Financial Acumen, Innovative & Strategic Thinking, Market Analysis (TAM/SAM/SOM calculations)
- **Tools:** Figma, Adobe Creative Suite, Sketch, Miro, Milanote, Office Suite, FullStory

EDUCATION

Master of Science – Human Computer Interaction - Indiana University, Indianapolis

January 2022 – December 2023

Bachelor of Technology – Computer Science & Engineering, JNTU, India

September 2014 – May 2018