

Spurthi Modur

Product Designer

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I am a passionate Product & Experience Designer focused on optimizing user experiences through personalized visuals and **AI-driven insights**. I have led successful projects like Shell Fleet App, Shell Telematics, Sky Mexico, and Airtel Xstream, delivering innovative, high-performance solutions for top clients.

I handle all stages of product development, from ideation to implementation. I analyze data, conduct heuristic reviews, and design intuitive interactions, often using **AI tools to map user journeys** and create wireframes. My approach focuses on turning abstract ideas into user-centric, **AI-driven designs**.

I use AI and machine learning to enhance user experiences and optimize solutions, including chatbots, healthcare analytics, and **generative AI**. I am dedicated to pushing the limits of innovation and improving user interfaces with **AI advancements**.

Work History

2023-09 - Current

Principal Experience Designer

Infogain, Bangalore

- **Current Role at FedEx:**

- Focuses on proposing product solutions with a design emphasis, particularly on sustainability initiatives for both FDX and FSI.
- Utilizes generative AI to capture detailed user journeys, generate exclusive reports, and conduct strategic competitive market analysis.

- **Previous Role at Microsoft:**

- Specialized in crafting superior user experiences for three key products: SCI, W365, and Trust Center.
- Managed a variety of projects aimed at optimizing user engagement and satisfaction.
- Leveraged AI-powered tools such as Mid-journey, Adobe Firefly, and ChatGPT to develop structured templates for various products.

- **Recent Projects and Achievements:**

- Led the transformation of the Costco project, implementing a mobile-first approach to significantly enhance visitor-to-member conversions.
- Contributed to the Expedia proof of concept, presenting innovative features to enrich the user experience.

- Developed the SaveATree RFP, transitioning the platform from a knowledge-based model to a service-centric approach, enabling instant bookings and improving user convenience.
- Spearheaded the HNL POC, focusing on kiosk design to streamline the check-in process, particularly for elderly users, providing swift and hassle-free service.

- **Overall Contribution:**

- Demonstrated a keen eye for detail and a commitment to driving user-centric design solutions.
- Consistently aligned design efforts with business objectives, contributing to the success and growth of the Microsoft ecosystem.

2014-07 - 2023-08

UX Manager

L&T Technology Services, Bangalore, India

- **Product Design:**

- Focused on enhancing user experiences and delivering impactful designs as a seasoned product designer.
- Contributed to the globally adopted Shell Fleet App and Shell Telematics for large fleets.
- Oversaw the entire Customer/User Acquisition (CUA) process, from ideation to user testing, across various platforms including 10ft TV devices, web, mobile, tablets, infotainment systems, and smartwatches.

- **UX Research:**

- Strengthened business cases by tailoring solutions to target audiences while ensuring universal applicability across demographics.
- Factored in localization, cultural schema, and ethnography to enhance the design process.
- Utilized early-stage surveys, focus groups, and tools like Adobe Analytics to support a data-driven approach.

- **UX Design:**

- Analyzed data to inform Information Architecture (IA), conducted evaluations, created user journey maps, and crafted personas.
- Specialized in executing advanced web and mobile design systems, enhancing efficiency, modularity, and team communication.
- Led UX & UI teams in ideation, conceptual brainstorming, and branding development.

- **Design Execution:**

- Skilled in creating wireframes, conducting user interviews, and piloting tests to capture user mental models and refine product flows.
- Focused on crafting tailored design systems and interaction models, optimizing interfaces and experiences across prototypes.
- Ensured a strong attention to detail in designing user-centric products.

2012-10 - 2014-02

Creative Associate

Dhruva Infotech, Bangalore, IN

- **Key Contributor to Yoville:**

- Played a vital role in the research, conceptualization, and design, crucial for enhancing the game's user experience and engagement.

- **Collaboration with Artists:**

- Worked closely with artists to ensure each element met the highest standards of quality and thematic consistency.
- Helped preserve the immersive environment of the game through collaborative efforts.

- **Game Design and Strategy:**

- Utilized a deep understanding of game dynamics and player behavior to design successful themes for Yoville.
- Provided strategic design inputs that made game props more unique and creatively compelling, enriching the overall player experience.

- **Innovation and Impact:**

- Consistently influenced the evolution of Yoville with a focus on innovation and attention to detail.
- Contributed to the game's enduring popularity and success within the gaming community.

2008-07 - 2009-06

Visual &Graphic Designer

Metalearn India Pvt Ltd, Bangalore, IN

- **Role as Educational Technologist:**

- Pioneered the creation of engaging and interactive learning experiences for students and children using flash animations and visually captivating graphical user interfaces (GUI).

- **Expertise in Educational Design:**

- Developed innovative strategies to captivate young learners while facilitating their understanding of complex concepts.
- Streamlined the learning process by providing diverse approaches to conceptual GUI designs and template creation, making learning more accessible and engaging.

- **Integration of E-Learning Methodologies:**
 - Leveraged technology to optimize learning outcomes, continually striving to enhance the learning experience.
- **Commitment to Excellence:**
 - Empowered students and children to explore and master academic concepts with confidence and enthusiasm through effective educational design.

2007-07 - 2008-08

Corporate Communications

HSBC, Bangalore, IN

- Designed and presented illustrations for diverse platforms, including softboards, plasma screens, brochures, banners, and lift slots, to communicate internal and external events, news updates, and new initiatives.
- Extended design reach across multiple geographical locations, including Malaysia, Philippines, Sri Lanka, Hyderabad, and Vizag.
- Streamlined design processes to ensure efficient execution, adapting to evolving requirements and facilitating swift resolution of challenges.
- Enhanced visibility and impact of GSC Bangalore, fostering a cohesive and informed community within the organization across various regions.

Education

2009-09 - 2012-07

Master of Science: Multimedia Technology

Punjab Technical University - Punjab

- **Master of Science in Multimedia Technology:**
 - Completed a comprehensive two-year curriculum focused on various multimedia disciplines.
- **Skills Acquired:**
 - Gained proficiency in a wide range of multimedia skills, including: Storyboard Creation, Visual Design, Concept Design, Video & Sound Editing, 3D Animation, 3D Modeling, 3D Texturing, 3D Lighting & Visual Effects.
- **Experience and Expertise:**
 - Developed a robust skill set and gained invaluable experience in utilizing multimedia tools and techniques to bring creative visions to life.
- **Impact of the M.Sc. Program:**
 - Equipped with the necessary expertise and proficiency to excel in the dynamic and ever-evolving field of multimedia design and production.

2004-03 - 2007-07

Bachelor of Arts: Psychology

Bangalore University - Bangalore

- **Bachelor of Arts Degree:**
 - Engaged in rigorous coursework in psychology, exploring both theoretical foundations and practical applications to gain insights into human behavior, cognition, and social dynamics.
- **Study of English Literature:**
 - Fostered a deep appreciation for diverse literary works across various genres and periods.
- **Economics Focus:**
 - Gained a solid understanding of economic principles and methodologies, enabling the analysis and interpretation of economic trends.
- **Overall Skill Development:**
 - Acquired a diverse skill set, including critical thinking abilities and a broad knowledge base.
 - Leveraged these skills to approach challenges with creativity, insight, and analytical rigor.

Certifications

2024-03

Certified Product Design in AI | Artificial Intelligence and Users

2018-12

Certified Usability Analyst from Human Factors International (HFI)

Skills

- AI
- Figma
- Figjam
- Sketch
- Adobe XD
- Adobe Analytics
- Adobe Illustrator
- Adobe Photoshop