

Aditya Krishna

UX Manager

UX Design Manager with 13+ years of experience in creating user-centered digital experiences. Expertise in defining UX strategies, leading design teams, and managing projects from concept to completion. Passionate about mentoring designers and fostering a collaborative work environment.

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Professional Experience

Zeta ♦ UX Manager ♦ 2021 - Present

In my role as a UX Design Manager at Axon and Synapse Org within Zeta, I prioritize building strong connections within my team and with stakeholders. By fostering open communication and creating a collaborative environment, I ensure that everyone feels valued and heard.

Key Projects

- **Axon:** Led the design of the Axon product from scratch, implementing user-centered UX strategies and achieving high user satisfaction.
- **Sparrow:** Designed engaging micro-interactions and animations for the Sparrow Card app, enhancing customer satisfaction and improving credit scores for non-prime U.S. adults.

Freshworks ♦ Lead Product Designer ♦ 2017 - 2021

I joined Freshworks through the acquisition of Zarget, focusing on crafting design experiences for marketing personas seeking a one-stop shop for all their marketing needs. My primary responsibilities included building features such as A/B testing, session replay, heatmaps, and marketing automation. Additionally, I had the opportunity to work on Freshsales, a CRM product.

Zarget ♦ Lead Product Designer ♦ 2017

In my time at Zarget, I transitioned from being a product designer focused on making solutions look presentable to playing a critical role in creating intuitive and user-friendly designs. I was instrumental in crafting features such as A/B testing, session replay, and heatmaps, which significantly enhanced the product's usability and appeal.

Zoho ♦ UI Designer ♦ 2013 - 2017

I was hired at Zoho with the objective of converting several existing products, such as Zoho Connect and Zoho Sheets, into mobile and tablet versions. Working across multiple teams, I focused on designing intuitive and visually engaging interfaces that ensured a seamless user experience on mobile platforms. Additionally, I had the opportunity to work on an A/B testing tool called PageSense. By collaborating closely with development teams, I ensured that the design vision was effectively implemented, enhancing the overall usability and appeal of the applications.

Crayon'D ♦ Creative Designer ♦ 2012 - 2013

At Crayon'd, I served as a Creative Designer, focusing on creating compelling infographics and intuitive user interfaces for mobile and web applications. My role involved developing innovative design solutions that effectively met client needs and enhanced the overall user experience.

WebSide ♦ Web Designer /Developer ♦ 2011 - 2012

I began my design career at WebSide, a dynamic startup, where I initially joined as a design intern. Over time, I became fully involved in web design and development projects, contributing significantly to the creation of high-quality design solutions for various clients. This role allowed me to hone my skills in both design and development, laying a strong foundation for my future career in UX and product design.

Educational Background

Bachelors of Engineering ♦ 2008 - 2011

Electronics and Communication
AMS College of Engineering, Muthapudupet, Avadi, Chennai, Tamil Nadu, India

Diploma ♦ 2006-2008

Electronics and Communication
AMS Polytechnic College, Muthapudupet, Avadi, Chennai, Tamil Nadu, India

12th Grade ♦ 2004-2006

Science and Maths
The Hindu Higher Secondary School, Big Street, Triplicane, Chennai, India.

10th Grade ♦ 2003-2004

The Hindu Higher Secondary School, Big Street, Triplicane, Chennai, India.

Core Skills

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| ♦ Interaction Design | ♦ Illustration | ♦ Accessibility & Inclusive Design |
| ♦ Visual Design | ♦ Copy Writing | ♦ Data-Driven Design |
| ♦ Wireframing & Prototyping | ♦ Mentoring | ♦ Project Management |
| ♦ UX Sketching | ♦ User Research | ♦ Team Leadership |
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