

## Design Thinker

I have worked 8+ years as a User Experience Designer, leading projects to enhance user experiences for complex products across various domains, including supply chain management, seller portal, building solutions, finance, and e-commerce. Additionally, I have mentored junior designers guiding them based on the specific needs of each project.

## Work Experience

PharmEasy Pvt. Ltd [pharmeasy.in](https://pharmeasy.in)

Senior User Experience Designer | March 2021 - November 2024

**Products :** Supply Chain Management Suite for Healthcare, Responsive Seller Portal App (Web & Mobile), PE Nxt Mobile App, and B2B Design System. **Key Outcomes :** Designed the Seller Portal from scratch, now used by 236 active sellers with 25k+ product listings. Redesigned the Picker App, resulting in a 10% reduction in picking time.

A startup based out of Edinburgh, UK

Design Consultant | March 2019 - May 2020

Product : Car diagnostic application

Honeywell Technology Solutions [honeywell.com](https://honeywell.com)

Senior User Experience Designer | July 2017 - August 2018

Products : Building Solutions, Airport & Smart city projects

Edgeverve Systems [edgeverve.com](https://edgeverve.com)

User Experience Designer | March 2016 - June 2017

Products : Finacle, TradeEdge

## UX Internships

Artoo IT Solutions [artoo.com](https://artoo.com)

May 2015 - November 2015

CogBooks India [cogbooks.com](https://cogbooks.com)

April 2013 - May 2013

Cavalier India [cavalierindia.com](https://cavalierindia.com)

January 2013 - March 2013

Nokia Networks [nokia.com](https://nokia.com)

R&D Software Engineer | June 2009 - July 2011

Products : One-NDS Subscriber Data Management, Provisioning Gateway (PGW)



# Sindhu S Rao

## USER EXPERIENCE DESIGNER

## Contact

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 [Linkedin](#)

## Education

Masters in Human Computer Interaction

EIT Digital Master School

2018 - 2020

Aalto School of Computer Science

Second year - Masters in Human Computer Interaction

Helsinki, Finland | Aug 2019 - Aug 2020

KTH Royal Institute of Technology

First year - Masters in Human Computer Interaction

Stockholm, Sweden | Aug 2018 - June 2019

M Des. Information & Interface Design

National Institute of Design, India

2013 - 2015

Bachelor of Computer Science & Engineering

Siddaganga Institute of Technology (VTU), India | 2005 - 2009