Pravallika Navuluru

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SUMMARY

Product Designer with a software engineering background, experienced in taking digital products from discovery to production. I use user research, interaction design, and systems thinking to simplify complex problems into intuitive experiences. I partner closely with product and engineering teams to prototype, validate, and ship user-centered solutions across consumer, enterprise, and AI-powered products.

WORK EXPERIENCE

AI Product Designer *Jul 2026 – Present*

Ownpath | Bengaluru, India

- Took Vintage from PRD to production using Claude and Codex, translating product requirements into a live AI-assisted creative platform and iterating across UX, implementation, and edge cases within a 3-person team.
- Conducted 9 stakeholder interviews across marketing, design, and operations, translating findings into 117 scenarios and 13 client and designer sub-journeys to define the experience from brief submission through creative review and approval.
- Designed the AI PM agent's decision logic and model behavior to replace fragmented clarification loops with batched questions, prevent unnecessary interruptions to clients, and safeguard approved narrative intent during AI-assisted deck and carousel editing.

Senior Product Designer *May 2025 – Jun 2026*

California College of the Arts | Remote

- Discovered faculty struggled less with scheduling than with expressing planning intent to AI; redesigned the experience around guided conversations, cutting onboarding support requests by 35% and enabling first-time users to plan without training.
- Shipped a unified planning workspace that replaced three departments' fragmented tools, bringing scheduling, curriculum, and administration into one interface and ending tool-switching that had persisted across 6+ academic cycles.
- Worked with institutional leadership to make the system's policy reasoning visible to users instead of hiding it behind automation, cutting planning cycles from 6 review rounds to 3.
- Balanced faculty autonomy with institutional governance by designing structured escalation paths instead of blanket automation, keeping policy enforceable without sacrificing flexibility.

UX Designer *Feb 2024 – Apr 2025*

Dayout | Indianapolis, IN, USA

- Led generative user research with 70+ travelers, uncovering that people plan around intentions rather than booking steps, an insight that reshaped the core planning journey from 7 steps to 3.
- Built the platform's first interaction pattern library, one decision framework spanning dining, concerts, and outdoor verticals, halving design-to-ship cycles from 4 weeks to 2 as the product scaled.
- Drove 0-to-1 concept validation through rapid prototyping and usability testing, aligning product and engineering on interaction flows before build and reducing rework under tight technical constraints.

Product Designer (Service Design) *Jun 2019 – Jul 2022*

Wipro Technologies (clients: BP, INEOS) | Hyderabad, India

- Blueprinted the end-to-end dispatch and reconciliation service across 5 refinery regions, redesigning operator touchpoints so daily reconciliation dropped from 6 hours to under 1.
- Drove service adoption across 300+ enterprise users and cut reporting errors by 25% by standardizing patterns across roles and regions and validating them with real operators.
- Mapped dispatcher, operator, and compliance handoffs and designed role-based views giving each only the information their decisions require; redesigned the compliance journey so regulatory readiness became a byproduct of everyday operational work.

SKILLS

Product Design: Interaction design, information architecture, user flows, wireframing, prototyping, design systems and pattern libraries, accessibility (WCAG), behavioral design, responsive web and mobile

Research & Strategy: User interviews, usability testing, contextual inquiry, mixed-methods research, journey mapping, service blueprinting, stakeholder mapping, heuristic evaluation, workshop facilitation

AI Product Design: Conversational UX, AI-assisted workflows, agent decision logic, intent disambiguation, human-in-the-loop design, AI behavior and handoffs, trust and transparency in AI systems

Technical & Tools: Figma, FigJam, Miro, Claude, Codex, ChatGPT, Cursor, HTML, CSS, JavaScript, Python, SQL, Jira, Asana, UserTesting, Qualtrics

EDUCATION

Master's in Human-Computer Interaction, Minor in Applied Psychology *May 2024*

Indiana University Purdue University Indianapolis (IUPUI) | Indianapolis, IN, USA

Bachelor's in Electronics and Communication Engineering *May 2019*

Jawaharlal Nehru Technological University | Hyderabad, India