

## ABOUT ME

As an engineer-turned-designer with eight years of total experience, including **four years** focused on design and research across multiple teams at **TCS Interactive**, I view design as more than just functionality, usability, and aesthetics. My philosophy embraces design as a continuous, inclusive, collaborative, and creative practice. I am interested in exploring what is beyond human-centered design and in speculating the role of technology in shaping our interactions and the world around us.

## KEY SKILLS

Qualitative research and analysis  
Ideation and generative research  
Wireframing and prototyping  
Hi-fidelity UI design and Design Systems  
Product strategy and design  
Design mentoring and guidance  
Collaboration with multi-disciplinary teams  
Empathy and visual storytelling  
Data visualization and presentation  
Systems thinking and service design

## TOOLS

Figma, Adobe CC, Mural, Illustrator,  
MS 365, Photoshop

## INTERESTS



Hobbyist  
Photographer



Weekend  
Trekker



Home  
Gardener



Handicrafts  
Junkie

# GEETHU DAVIS

## Senior UX Designer



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Bengaluru, India



## EXPERIENCE SUMMARY

### User Experience Designer ( 4+ years, Present )

Experienced in working on innovation-driven projects and strategic initiatives, as both a researcher and designer. My engineering background, combined with my experience in strategic initiatives, has equipped me with a unique blend of technological perspective and a business-focused mindset, complementing my design expertise.

### Customer Experience Support ( 4 years )

In the early stages of my career, I specialized in enhancing the usability and efficiency of a cluster of B2B applications for a major Australian bank by working closely with the users. This is where I built the foundations of experience design and developed the appreciation for user-centric thinking.



## EDUCATION

### 2019 - 2021

#### M.Des in Human-centered Design 7.94 / 10

Srishti Institute of Art, Design and Technology  
Bengaluru City University

### 2010 - 2014

#### B.Tech in Electronics & Communication 78.8%

Model Engineering College, Ernakulam, Kerala  
Cochin University of Science and Technology



## LANGUAGES


- English (*Fluent*)
- Hindi (*Intermediate*)
- Malayalam (*Native*)

## ROLES

### Senior Designer,

TCS Interactive

2021 – Present

 TCS Bangalore

### Customer Experience

### Support Specialist

2014 – 2019

 TCS Kochi

 Client Office, Sydney



## WORK EXPERIENCE

- Clients from Retail, Healthcare, Banking and Telecom domains
  - Design Honour award at TCS Innovista 2023 (Healthcare)
  - Conducted qualitative user research through detailed interviews, analyzed user behaviors, and delivered actionable insights to inform user-centered design solutions.
  - Developed detailed user personas, story boards and customer journey maps to visualize a seamless end-to-end customer experience.
  - Designed interactive prototypes to illustrate the user experience of digital products and extend customer journeys beyond traditional touchpoints.
  - Advocated for user-centered design principles and secured stakeholder buy-in for design decisions.
  - Performed competitive analysis and defined KPIs to measure and evaluate customer experience.
  - Created as-is and to-be service blueprints to capture the interactions within complex systems.
  - Co-facilitated virtual and physical design thinking workshops as part of Global DT Practice group.
  - Worked on innovation-led projects for leading players in Healthcare (North America) and Banking (Australia) domains, conceptualizing and prototyping unique solutions.
  - Mentored juniors and facilitated peer design reviews to uphold quality across projects
  - As part of strategic initiatives group, collaborated with other technical and business teams to create and pitch prototypes tailored to industry-specific use cases, addressing client business strategies.
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- Client: Leading Bank in Australia
  - Led UX improvements for Equities and Fixed Income trading tools by collaborating directly with traders and observing workflows on-site.
  - Optimized workflows to reduce user interaction time by 30%, resulting in increased task efficiency and higher product satisfaction scores.
  - Worked cross-functionally with devs and PMs to align on tech constraints while advocating for usability and accessibility best practices.
  - Audited legacy systems and coordinated UX-driven change requests that improved UI consistency and reduced user errors.
  - Updated project documentation for better onboarding and handover, improving internal dev efficiency and stakeholder clarity.

