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 humancentered 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



Photographer



Trekker



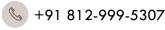


Handicrafts Home Gardener Junkie

GEETHU DAVIS

Senior UX Designer





www.geethudavis.com



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

ROLES

Senior Designer, TCS Interactive

2021 – Present

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TCS Bangalore

Customer Experience Support Specialist

2014 - 2019



TCS Kochi



Client Office, Sydney







WORK EXPERIENCE

- o 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.

o 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.