

## ABOUT ME

An engineer-turned-designer, currently specializing in UX research and design at **TCS Interactive Design**, with a total experience of nearly **8 years**. My philosophy on design extends beyond functionality, usability and aesthetics, and I perceive 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  
Collaboration with multi-disciplinary teams  
Storytelling and empathy  
Data Visualization and presentation  
Systems thinking approach

## TOOLS

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

## INTERESTS




# GEETHU DAVIS

## UX Researcher and Designer

 [geethudavis03@gmail.com](mailto:geethudavis03@gmail.com)

 [www.geethudavis.com](http://www.geethudavis.com)

 +91 812-999-5307

 Bengaluru, India

## 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

2010

**Class XII** **95.2%**

Mahatma Gandhi Public School, Chottanikkara, Kerala  
CBSE - AISSCE

2008

**Class X** **89.2%**

Mahatma Gandhi Public School, Chottanikkara, Kerala  
CBSE - AISSE

## LANGUAGES

- English
- Hindi
- Malayalam


## ROLES

2014 – Present

### UX Researcher & Designer,

TCS Loyalty Team


2023 – Present

 TCS Bangalore

### User Experience Designer,

Global Design Thinking Practice

2021 – 2023

 TCS Bangalore

### IT Analyst ,

Customer Experience and Support

2014 – 2019

 TCS Kochi

 Client Office, Sydney



## WORK EXPERIENCE

### Tata Consultancy Services

Clients from Retail, Hospitality, Telecom, etc.

- User research and analysis to gather insights on user needs, to understand their preferences, and to identify trends and pain points within loyalty programs, across different industries
- .Create detailed user personas, story boards and customer journey maps to visualize the user experience across all touchpoints of the loyalty program
- Design interactive prototypes to illustrate the user interface and user experience of the loyalty program.
- Advocate for user-centered design principles and ensure stakeholder buy-in for design decisions.
- Conduct competitive analysis and define KPIs to measure the success of the loyalty program's user experience

---

### Innovation Projects across industries

Design Honour award at TCS Innovista 2023 (Client: GSK)

- Plan and conduct qualitative research and analysis
- Capture user requirements through personas, storyboards, user flows, journey maps
- Translate research insights into actionable ideas
- Design user interfaces and build prototypes through participatory and iterative design techniques
- Create as-is and to-be service blueprints to capture the interactions within a system
- Facilitate / co-facilitate design thinking workshops

---

### Client: Commonwealth Bank of Australia

- Design optimized workflows that enhance user efficiency and satisfaction for Equities and Fixed Income trading applications used within the bank
- Work closely with developers, project managers, and other stakeholders to understand technical constraints and requirements.
- Identify limitations and deficiencies in existing systems and processes, and resolve this through change requests
- Review and update project documentation to provide an intuitive, user-friendly, and accessible documentation platform for all users.