

ABOUT ME

An engineer-turned-designer, currently specializing in UX research and design at **TCS Interactive Design**, with a total experience of **7+ 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

 www.geethudavis.com

 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,

Market Systems Project

2014 – 2019

 TCS Kochi

 Client Office, Sydney



WORK EXPERIENCE

Tata Consultancy Services

Clients from Retail, Hospitality and Telecom

- Plan and develop an end-to-end offering of Loyalty services, incorporating technological and domain expertise capabilities from across the organization.
- Pitch the loyalty offering to clients from various verticals like retail, hospitality, etc. by researching and designing prototypes for specific use cases relevant to the industry and the client's business strategy.
- Collaborate with teams to identify and create solutions to extend the loyalty offering and expand customer journeys beyond conventional touchpoints and channels.
- Respond to client requests through presentations, write ups and other formats.

Innovation Projects across industries

Design Honour award at TCS Innovista 2023 (Life Sciences)

- 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: Leading Australian Bank

- Design, implementation, maintenance and support for Equities and Fixed Income trading applications for a leading bank in Australia
- Operations monitoring, on-time delivery of services as per SLA, bug fixes, root cause analysis, corrective actions implementation, rigorous documentation and technical verifications for a cluster of applications
- Identify limitations and deficiencies in existing systems and processes, and resolve this through change requests