

Siva Krishna Abburi UX/UI Designer

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Professional Experience

2023/03 – 2025/09

Wingfield GmbH

Hannover, Germany

- Designed user flows and high-fidelity mockups for web app, contributing to design system and successfully onboarding Rafael Nadal tennis academy.
- Led the design of a Wingfield app feature that was approved by the German Tennis Federation (DTB) for recording official matches.
- Designed pickleball court management interface that scaled to 46+ installed courts with 9,500+ game sessions played.
- Performed usability testing to evaluate tasks completion and experience of new web app, resulting in 90% user satisfaction.

2016/06 – 2021/08

Broadridge Financial Solutions

Hyderabad, India

- Designed and developed 40 trading and settlement reports using Power BI tool, enhancing data accuracy and reducing manual reporting errors by 16%.
- Developed GTPM (Global Post Trade Management) and SUMMIT web application screens to simplify post-trade operations on a single platform.
- Worked with UX teams to create reusable components library from design system for web applications.

Skills

User research Skills: Participant Observation, Semi-Structured Interviews, Focus Groups, Diary Studies, Surveys, Data Collection & Analysis, A/B Testing, Usability testing.

Design Skills: User Flows, Wireframes, Low-High Fidelity Mockups, Rapid Iteration, Prototyping, Responsive design, Design systems.

Other Skills: Cross-functional Collaboration, Communication Skills, Human-centered Approach, Problem-solving skills.

Tools & Tech: MS Office, Figma, Adobe Suite, Balsamiq, Zeplin, Jira, Confluence, Framer, Webflow, Miro, HTML, CSS, JavaScript, SQL, Power BI.

Education

2025

Master of science in Human Computer Interaction

Siegen, Germany

University of Siegen

Focus : User Experience Design. Psychology, HCI Methods, User Analysis and Evaluation methods.

Grade : 1,6/4,0

2016

Bachelor of Technology in Computer Science

Hyderabad, India

Jawaharlal Nehru Technological University

Research Projects

Reclaiming Digital Balance : Designing user centred solutions for smartphone usage reduction

- Led *ethnographic diary study* using mixed-methods analysis and thematic coding.
- Conducted *focus groups* to analyze digital behavior patterns and social practices.
- Developed *evidence-based interventions* resulting in user-centered MVP for mindful smartphone engagement.

Factory Augmented Reality (AR) application

- Developed and executed an *ethnographic research framework* to analyze technology adoption in workplace environments.
- Conducted *field observations* and *in-depth interviews* to analyze user experiences and gather deeper insights.
- Applied *AR design principles* to conceptualize user-centered solutions for improved workflow efficiency.
- Concluded with *second usability* session results achieving **95% user satisfaction**.

CHERI: Sustainable Fruit Consumption Through AI

- Conducted a diary study as part of a larger team study involving 20 users to examine *storage habits* and *sustainability practices*.
- Led semi-structured interviews and contributed to a focus group discussion to co-design *interventions for behavioral change*.
- Developed the CHERI 3D model, supporting sustainable consumption practices through *AI-driven recommendations*.

Robbie - Teaching assistant

- Conducted a *survey-based study* to assess the *social acceptability of robots* in school environments.
- Designed a *prototype* integrating lesson summaries, Q&A modules, and storytelling features to support classroom learning.
- Evaluated the prototype with a set of grade eight students and teachers, achieving positive engagement metrics and endorsement for future implementation.

Volunteer Experience

Calm-on Application

- Designed a *Minimum Viable Product (MVP)* in collaboration with students in the U.S. to create a child-friendly mental health educational tool.
- Conducted user research and interviews to tailor interactive learning experiences for children.
- Developed simplified educational content, making mental well-being concepts more accessible to young learners.