

Sandeep Kumar Sridhar

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UI/UX Designer (MS HCI + BS CS) | 3 Years shipping 0→1 products across AI, Consumer, and SaaS. Specialized in AI product interfaces, design systems, and research-driven UX across early-stage and cross-functional teams

Experience

Flo Labs Innovation, UI/UX Designer Nov 2025 – Present

- Led 0→1 design of an AI wearable platform, introducing trust-based privacy controls that drove 86% always-on adoption across 50+ beta users
- Reduced design-to-engineering handoff time by building a cross-product design system spanning 5 products across AI, healthcare, and travel
- Ran usability tests with 50+ users to redesign core travel product flows, addressing key drop-off points identified through testing
- Improved product alignment and reduced iteration cycles by leading weekly cross-functional design reviews across engineering, robotics, and marketing

Cohap Outreach Corporation (Non-Profit), Product Designer Jan 2025 – Present

- Redesigned nonprofit website to WCAG 2.2 and Section 508 standards, unlocking \$500K+ in federal grant eligibility
- Established the organization's first design system, standardizing components adopted across 4 volunteer teams
- Owned 0→1 launch of a mission-driven e-commerce store, driving a 20% increase in organizational revenue
- Cut donation drop-off from 62% to 41% by redesigning contribution flows and simplifying key decision points

Praxis, UI/UX Designer Jan 2022 – Jul 2023

- Increased lead inquiries by 35% by redesigning a real estate platform to align pricing with user mental models
- Scoped 10+ product MVPs across healthcare, hospitality, and real estate, accelerating time to market by eliminating feature creep
- Designed end-to-end ticketing and visitor flow systems for an amusement park platform serving 5,000+ daily users

Education

MS, Human-Computer Interaction, Iowa State University 2023 – 2025

BS, Computer Science, PES University 2018 – 2022

Key Project

Lingua, Smartwatch Language Learning 2025

- Increased idle-moment conversion from 15% → 38% by shifting language learning from phone to wrist using a zero-retrieval-cost interaction model
- Identified session-start friction through 84 surveys + 15 interviews, driving a pivot to a wrist-first product strategy

Skills

Product Design: 0→1 Product Design • Interaction Design • Information Architecture • Design Systems & Ops • Responsive & Mobile Design • Wearable/Watch UI

Research & Testing: User Interviews • Usability Testing • Experiment Design • Research Synthesis • Quantitative Analysis • Accessibility (WCAG 2.2 AA)

Tools: Figma • ProtoPie • Framer • Stark • Maze • HTML/CSS • Adobe Creative Suite