

# JAI SURYA SANDEEP THOTA

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## SUMMARY

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UX/UI Designer and Developer with 6+ years of experience working on end-to-end digital products for B2B SaaS, hospitality, healthcare, and enterprise platforms. Expert in UX strategy, information architecture, design systems, and usability research.

## EXPERIENCE

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**UX/UI Designer/Developer**  
Intelity, Inc

Sep 2024 - Present  
*Indianapolis, IN*

- **Led end-to-end redesign of a legacy guest-facing platform** used across enterprise hospitality clients, driving a **30%** increase in user experience and a **25%** improvement in usability within 2 months of launch.
- **Owned the design system evolution**, conducted user journey mappings and service blueprints, UX considerations for API-driven, service-oriented platforms across 8 product features.
- **Measured communication effectiveness, implemented advanced SEO, AEO and GEO strategies** and content marketing plans to improve product rankings by 50%.
- **Partnered with product managers and developers** to optimize workflows and **enhance product usability**, designing UX for Java-based systems, digital initiatives and user experience programs.
- **Build, maintain, and document pattern libraries** using html,css, and component systems to ensure design consistency and engineering efficiency.

**UX Designer/Developer**  
Robotics Technologies

Jan 2024 - Aug 2024  
*Indianapolis, IN*

- **Developed websites, marketing presentations**, user interfaces, high-quality, reusable, and responsive code (HTML, CSS/SASS, JavaScript) that ensures consistency across browsers and devices.
- Enhanced user experience, using mobile first design principles to solve multiple problems, **resulting in a 20% increase in customer satisfaction** and business growth.
- **Conducted usability testing and analytics reviews** to identify experience gaps, leading to a 20% improvement in customer satisfaction metrics.

**Product Designer**  
Gravity Drive

Jan 2023 - Dec 2023  
*Indianapolis, IN*

- Led UX/UI design for **B2B SaaS applications**, improving usability and workflow efficiency, reducing work time by 40%.
- **Applied advanced knowledge of information architecture** and storyboarding that improved user-interface, typography, and overall user satisfaction using tools like Figma, Adobe, Webflow.
- **Designed presentation decks, marketing collateral, and digital visuals** to support B2B product demos, stakeholder updates, and client communications.
- **Designed 45+ wireframes, prototypes, and mockups, ensuring WCAG compliance and data privacy in enterprise UX**, significantly improving user retention.

**UX Researcher**  
Crisis Technologies Innovation Lab (IU)

Jan 2022 - Dec 2022  
*Indianapolis, IN*

- Implemented **human-centered design principles** and conducted usability assessments with over 50 first-responders to improve their user experience design.
- **Collaborated with emergency responders** and crisis management professionals to gain real-world insights and enhance the usability of crisis response tools..

## UX/UI Designer

WebileApps

Apr 2019 - Dec 2021

Hyderabad, India

- Worked on 4 major ui/ux projects: Stampede (**investment platform**), Autorox (**automobile management services app**), FirstClap (**LinkedIn-like platform** for the film industry), and KarmaDost (**medicine reminder app**).
- **Developed over 30 high-fidelity prototypes and wireframes** in Sketch and Figma, reducing delivery time and increasing efficiency.
- Created **3 responsive design systems**, enabling developers to streamline development in an agile environment.
- **Established a roadmap** for a finance services application, which facilitates cross-functional collaboration between managers, engineers, and stakeholders.

## EDUCATION

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**Masters in Human-Computer Interaction (HCI)**, Indiana University Indianapolis

Jan 2022 - Dec 2023

## SKILLS

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**Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator), Sketch, InVision, Miro, Maze, UserTesting, Webflow, WordPress, Design Systems, Wireframing, Prototyping, Usability Testing.

**Research & Strategy:** User Research, Personas, Journey Mapping, Usability Studies, A/B Testing, Analytics-Driven Design, Product Discovery, Accessibility (WCAG), Visual Design, Experimentation.

**Technical Skills:** HTML5, CSS3/SASS, Bootstrap, JavaScript, VueJS, Angular, ReactJS, Vue

**Domains:** B2B SaaS, Enterprise UX, Travel & Hospitality, Healthcare, Fintech

## PROJECT HIGHLIGHTS

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- **Guest Experience Management System for Intelity** : Defined UX Strategy for a guest-facing hospitality platform by aligning user journeys with operational workflows, enabling real-time coordination and improving operational efficiency.
- **Hospitality Marketing & Brand Experiences** : Created analytics dashboards for hotel managers, reducing task completion time by 30% through improved data visualization and hierarchy.
- **Sleep Experience for Equinox Hotels** : Designed an interactive sleep experience module for luxury hotel guests, enhancing guest engagement and hospitality.

## CERTIFICATIONS

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- User Experience Design Specialization from **ImaginXP** ([View Here](#)).
- Innovation for Entrepreneurs: From Idea to Marketplace from **University of Maryland** ([View Here](#)).