

# Anirudh Bomadevar

## Senior UX / Product Designer

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### PROFESSIONAL SUMMARY

Senior UX / Product Designer with 10+ years of experience leading UX for enterprise, B2B, B2C, and service-focused digital products across publishing, legal tech, hospitality, education, and e-commerce. Experienced in end-to-end product design, human-centered research, process mapping, wireframing, prototyping, visual design, design systems, and implementation support. Strong at bringing clarity to complex, multi-stakeholder initiatives and translating research, business goals, and technical constraints into measurable improvements for internal and external users.

### CORE QUALIFICATIONS

- 10+ years planning, leading, and delivering digital UX initiatives across web and mobile products.
- Human-centered design methods including user interviews, usability testing, contextual inquiry, surveys, A/B testing, card sorting, tree testing, heuristic evaluation, accessibility testing, and analytics analysis.
- Experience synthesizing raw qualitative and quantitative data into actionable insights, product priorities, journey maps, flows, wireframes, prototypes, and design recommendations.
- Cross-functional leadership with product, engineering, research, business, and operations stakeholders to move projects from ambiguity through implementation.
- Strong visual communication and design systems experience, including reusable patterns, UI standards, and improved design-to-development handoff.
- Tools: Figma, Miro, Sketch, Adobe Creative Suite, Jira, Confluence, ClickUp, Asana, Microsoft Teams, MS Word, MS Excel, MS Outlook; working familiarity with HTML/CSS collaboration.

### PROFESSIONAL EXPERIENCE

#### Senior UX Designer II | American Chemical Society, Washington, DC

*Aug 2022 - Jan 2026*

- Led UX across multiple enterprise tools and digital products supporting research, publishing, purchasing, and editorial workflows for internal teams and external professional users.
- Helped define and shape new platforms from the ground up, including a data-sharing platform and AI-assisted research and editor tools, translating ambiguity into MVP direction, workflows, and product requirements.
- Partnered closely with product managers, engineers, researchers, and business stakeholders to synthesize complex requirements, align priorities, and turn research and operational needs into feasible, metric-driven UX solutions.
- Created and refined information architecture, interaction flows, wireframes, prototypes, and reusable patterns to support implementation across content-heavy and process-heavy systems.
- Played a key role in designing a comprehensive design system that improved consistency, strengthened standards, and supported cleaner design-to-development handoff across teams.

#### Product / UX Designer II | Nextpoint, Chicago, IL

*Jun 2020 - Aug 2022*

- Improved end-to-end service design flows within complex legal workflows, helping users navigate multi-step, compliance-heavy processes more efficiently.
- Designed UX for a cloud-based legal platform, transforming a paper-driven system into a scalable digital product from the ground up for web and mobile users.
- Conducted qualitative and quantitative research, synthesized findings into clear insights, and validated design decisions through testing and iteration.
- Produced user flows, wireframes, prototypes, and interaction models that clarified requirements for product and engineering teams and supported smoother implementation.
- Mentored junior designers and contributed to stronger process maturity, design consistency, and cross-functional collaboration.

#### Product / UX Designer | Hyatt Corporation, Chicago, IL

*Mar 2018 - Mar 2020*

- Led UX design for high-visibility global digital products and service experiences supporting both guest-facing journeys and internal operational workflows across web and mobile.

- Collaborated with marketing, finance, product, engineering, and business stakeholders to define opportunities, map pain points, and design solutions that balanced user experience with operational feasibility.
- Conducted moderated and unmoderated usability testing, contextual inquiry, and qualitative follow-up research with local and international users to identify pain points and support accessible, globally consistent experiences.
- Created flows, prototypes, and UX recommendations for post-booking and ancillary-service experiences, contributing to a 25% increase in upsell-related sales.
- Helped evaluate cart, notification, and merchandising approaches so the experience stayed user-controlled, inventory-aware, and implementable at scale.

### **UX Designer | Tipzyy Inc., Chicago, IL**

*Mar 2017 - Mar 2018*

- Designed mid- to high-fidelity prototypes, UI components, and responsive interaction patterns for a native mobile web application, collaborating with product and engineering partners to translate ideas into usable, shippable experiences.
- Mapped user flows, refined task paths, and contributed to UI redesign efforts that improved clarity, consistency, and ease of use across core screens and interactions.
- Created brand, iconography, and visual guidelines while also producing research artifacts, dashboards, and presentation materials to support design decisions and broader product goals.

### **UI & UX Designer | Steans Center, DePaul University, Chicago, IL**

*Dec 2015 - Mar 2017*

- Delivered research-driven websites and digital experiences for local community organizations, improving outreach, accessibility, and clarity across public-facing content.
- Worked directly with stakeholders to gather requirements, structure content, and translate needs into site maps, wireframes, prototypes, and launch-ready designs.
- Applied user interviews, usability testing, A/B testing, and iterative evaluation to identify friction points, validate design decisions, and improve overall usability and engagement.

### **IT & Infrastructure Manager | EcoAir, London, UK**

*Feb 2013 - Jul 2015*

- Improved information architecture and end-to-end UX flows for e-commerce, account management, and support experiences, helping customers complete purchase and account tasks more efficiently.
- Designed and refined internal tools, CRM experiences, and customer-facing websites with a focus on usability, conversion, content clarity, and operational efficiency.
- Partnered across IT, sales, and operations to translate business and user needs into functional recommendations, support implementation, and maintain scalable digital workflows.

## **EDUCATION**

**Master of Science, Human-Computer Interaction | DePaul University, Chicago, IL | 2017**

**Bachelor of Engineering, Computer Science | Sathyabama University | 2013**

## **TOOLS & ADDITIONAL SKILLS**

Figma, Sketch, Adobe Creative Suite, Miro, UX Pilot, Lovable, Zeplin, Uizard, Hotjar, FullStory, Dovetail, UserTesting, Maze, Jira, Confluence, ClickUp, Asana, Microsoft Teams, Trello, MS Word, MS Excel, MS Outlook.

Portfolio available at [anirudhbomadevar.com](http://anirudhbomadevar.com).