



Shruthi Padala / UX Designer

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Experience

Amazon

Jul 2020 — Current

Sr. UX Designer // Consumer Electronics

- 2023: Launched a new inline video autoplay experience on product detail pages across all retail categories.
- 2022: Designed and launched an experience that enables customers to learn about technical specs of electronics products on Amazon in over 20 marketplaces.
- 2020 - 2023: Led the design of Amazon's first ever postpaid wireless service experience. Launched in 2022 with Vodafone in Europe, and in 2023 with Boost Infinite in the US (in press).

Symplicity

Jun 2015 — Jul 2020

UX Designer // Career Services Manager

- Designed and launched mobile app on iOS and Android for career services manager
- Developed Symplicity's Design Language system

Yahoo! Inc

Jul 2014 — Jun 2015

UX Design Engineer // Yahoo Media

- Designed and built inline video player controls for embedded videos on yahoo media pages
- Designed and built the streaming experience for Community season 6 on Yahoo Screen

Yahoo! Inc

May 2013 — Jul 2013

UX Design Intern // Yahoo Media

- Designed a concept of a contextually aware mobile web app that integrates all of Yahoo's media services
- Conducted heuristic analysis and provided recommendations for design changes to yahoo media pages

Education

Aug 2012 — May 2014

M.S in Human Computer Interaction

Georgia Institute of Technology

Aug 2008 — May 2012

B.S in Computer Science

Jawaharlal Nehru Technological University

Proficiency

Figma, Figjam, Sketch, Axure, Adobe Suite, HTML/CSS