Kriti Nelavelli

Product Designer

Seattle-based product design lead, dog mom and retired professional dancer.

Contact

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Product Leadership Skills

Product Strategy
Competitive Analysis
User Interviews
Design Sprint Master

Design Skills

Interaction Design
Design Systems
Wire-framing
Storyboarding
Visual Design
Prototyping
Front-end Development

Tools

Figma
Adobe Illustrator
Procreate
Typescript, Javascript ES6
HTML/CSS3
Git

Experience

Byteboard - Product Design Lead

NOVEMBER 2021 TO PRESENT

Leading user research, strategy and design for the Byteboard client, candidate and grader platforms

- Spearheaded the **competitive analysis**, product design and user testing of Byteboard Live Coding Interviews, a new product in the platform for onsite engineering interviews, leading to 3 high value deals being unblocked within the first month of launch.
- Led **design sprints** and iterative ux design on 3 candidate and grader platform projects to improve candidate response rates and grader efficiency which led to a 34% decrease in the turnaround time of candidate skills reports.
- Led the iterative re-design of the **information architecture** of the candidate skills report, working with the Assessment Development team to design and build a content management system backed by structured rubrics that resulted in more accurate, trust-worthy and actionable user insights.
- Established two **design systems** for the product platform and marketing website. Collaborated with the engineering team to develop and standardize the platform's component library. Conducted onboarding and training for the marketing team on adhering to standardized visual guidelines for website, social media, and blog assets.

Google - UX Designer and Prototyper

JULY 2018 TO NOVEMBER 2021

Led design and prototyping in the Anthos and Kubernetes ecosystem of the Google Cloud platform.

- Led **platform design** Anthos on Bare metal and Anthos on VMware that launched in 2022 targeting >$280M in revenue. Designed and validated the product with platform users and solution architects. Supported development and testing through Beta launch.
- Built a reusable, **high-fidelity** JavaScript and CSS based prototype of the Anthos product to gather quick user feedback and iterate on the user journeys. The prototype was modified and used by a team of 8 UX Designers and researchers for >6 user studies and by 2 Product Managers in demos for launch announcements.
- Led **prototyping** for the redesign of the Google Cloud platform navigation and information architecture. Built and maintained the prototype for design iterations, usability studies with clients and explorations to improve search and navigation.

Microsoft - Software Engineer

JULY 2014 TO OCTOBER 2015

Worked with a team of Software Developers and PMs to create and maintain WCF and Azure REST Services for a Master Data Management System. Developed services for bulk and single-row data manipulation operations.

Education

Georgia Institute of Technology

M.S Human Computer Interaction   AUGUST 2016 TO MAY 2018

Amrita School of Engineering

B.E. Computer Science and Engineering   JULY 2010 TO MAY 2014