Akhil Atluri

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SUMMARY

User Experience Designer passionate about solving real-world problems through design thinking and data-driven solutions. Proven success in delivering B2B SaaS products from concept to market launch. Skilled in crafting innovative and engaging web and mobile experiences.

PROFESSIONAL EXPERIENCE AND EDUCATION

UX Designer   January 2025 – Present
Tech Vision Inc, Dallas, TX
- Designed SaaS B2B client services and maintenance portal, enhancing operation success rate to 92%.
- Optimized digital workflows, boosting task success rate to 86%.
- Conducting market research, competitive analysis, user research to adapt product to changing business and user needs.
- Guiding product roadmap development to enhance scalability.

UX Designer   June 2024 – December 2024
Upteksys Corp, Dallas, TX
- Redesigned international life insurance web app, increasing customer engagement by 3.2%.
- Leveraged Hotjar to track user behavior, optimize designs, and increased retention from 12% to 35%.
- Optimized policy selection and purchase flow through A/B testing, increasing conversion rate by 500%.
- Revamped dashboard to improve project visibility for clients, raising customer satisfaction (CSAT) to 89%.

UX Designer and Researcher   September 2023 – June 2024
Massachusetts Platform for Legislative Engagement (MAPLE), Boston, MA
- Designed 6 user-centric web features to enhance public access to information and submit feedback on state legislation.
- Built scalable design systems for consistent UI, reducing development time by 30%.
- Designed advanced AI search and filters, increasing content discovery efficiency by 45%, indicated by time on task.
- Enhanced website Information Architecture (IA) using card sorting, reducing time-to-find information by 35%.
- Boosted task success rate for bill discovery and testimony submission by 40% with new IA, confirmed via tree testing.
- Led user interviews to identify attitudes, needs and pain points, refining features and boosting engagement by 2.8%.

M.S. in Human Factors in Information Design   January 2022 – May 2023
Bentley University McCallum Graduate School of Business, Waltham, MA

Product Associate-Design   July 2020 – December 2021
SafetyConnect (formerly IoT Research Labs), Hyderabad, TS, India
- Solely led UX Design of SaaS Driving Safety App, from beginning until final product launch.
- Reduced safety incidents by 70% for one multinational corp., with most clients seeing 20% drop in vehicle costs.
- Spearheaded user research, competitor analysis, visual and interaction design for SaaS Driving Safety App.
- Cut churn rate by 12% through UX improvements in onboarding, dashboard, and reports of fleet management platform.
- Decreased time to market for new features by 22% through effective cross-functional team collaborations.

ACHIEVEMENTS AND SELECTED PROJECTS

Won second prize for "Best Use of ShapesXR" at MIT Reality Hack 2025, contributing as XR Designer

UX Researcher for Boston Children's Hospital (Academic Project)   September 2022 – December 2022
Bentley University, Waltham, MA
- Identified 47 usability issues, crafted and tested 4 key tasks with 11 participants.
- Conducted affinity mapping to identify root causes of user pain points, leading to 12 actionable recommendations.

SKILLS AND TOOLS

UX Design: Wireframes, Interface Design, Interaction Design, Prototyping
UX Research: User Interviews, Empathy Maps, Journey Maps, Card Sorting, IA, Usability Testing, Heuristic Analysis
Tools: Figma, Adobe XD, Photoshop, Miro, Dovetail, Optimal Workshop, ShapesXR, Bezi