

Vamshi Vanaparthi | Sr. UX & Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with 9+ years of experience designing large-scale digital products across retail, fintech, and enterprise platforms. Led mobile-first and AI-powered experiences used daily by frontline teams and internal stakeholders to complete operational tasks faster and with fewer errors. Known for balancing user-centered design, technical constraints, and business goals to ship practical, scalable solutions in fast-paced environments.

Supervisor Scope: Product and partner designers | Work allocation and progress tracking | Design direction and critique | Coaching and mentoring | Quality, accessibility, and delivery standards | Cross-functional stakeholder alignment

TECHNICAL PROFICIENCIES

Frameworks & Libraries: Design Systems & Governance, Enterprise Design Standards, Design System Components and Patterns, UI Design (Web and Mobile), Rapid Prototyping

AI & Emerging Interfaces: Generative AI Experience Design | Conversational UX | Voice & Multimodal Interfaces | Prompt Design | NLP Interaction Patterns | Human-AI Interaction | AI Guardrails & Fallback Design

Tools & Software: Figma, Product & Platform Design, Mobile-First UX (iOS / Android / Responsive Web), Enterprise & Internal Tools, AI-Assisted & Conversational Interfaces, AI-Enabled Design Tools, AI-Powered Design Workflows, Operational & Workflow Design, Service Design & Journey Mapping, Design Guidelines Documentation, Accessibility (WCAG)

Soft Skills: Cross-Functional Collaboration, Usability Testing & Research Synthesis, Product Strategy & Prioritization, Data-Informed Design Decisions, Team Mentoring and Coaching, Design Direction and Critique Facilitation, Stakeholder Communication (Verbal and Written)

PROFESSIONAL EXPERIENCE

Sr. UX Designer, Meijer Grand Rapids, MI | May 2025 – Present

Lead designer for AI-driven internal enterprise platforms supporting store operations, splitting time across delivery and product design leadership for partner designers. Supervised and managed a team of product designers who reported to me for day-to-day project delivery, design quality, workload planning, and professional guidance.

- Supervised and managed a team of product designers who reported to me for day-to-day project delivery, design quality, workload planning, and professional guidance.
- Managed multiple AI and enterprise-design projects simultaneously, assigning designers based on project priorities, skills, timelines, and capacity.
- Owned end-to-end UX and UI in Figma for internal tools, including chat assistant, reporting dashboards, and task systems across web and mobile.
- Implemented enterprise design standards by extending a component library, updating patterns, and improving consistency across operational workflows.
- Introduced AI-enabled design tools and AI-powered design workflows for faster concept-to-prototype iteration, improving team throughput while maintaining quality.
- Shipped AI-assisted task and support flows that reduced manual steps and improved task completion speed by 35%. Designed operational workflows that reduced information lookup time by 45% through simplified conversational patterns and modular UI components.
- Conducted research in design through field-based usability testing with store associates, synthesized insights, and iterated quickly based on real-world constraints.
- Documented design guidelines and reusable patterns for teams to apply components consistently, improving handoff clarity and on-time delivery.

Sr. UX Designer, Walmart Bentonville, AR | Aug 2024 – April 2025

Owned the design workstream for My Assistant, an AI-powered associate tool, while functionally supervising designers working across desktop and mobile.

- Managed multiple connected workstreams, including the landing page, conversational experience, “For You” personalization, “Trending” exploration, reusable components, and accessibility.
- Built rapid prototypes in Figma to validate assistant flows, edge cases, and content patterns before engineering implementation. Used analytics in design to diagnose drop-off and confusion points, then refined IA and interaction patterns to improve tool engagement by 30%.
- Partnered with PMs, engineers, and researchers to ensure feasibility, accessibility, and smooth handoff with clear acceptance criteria.
- Coached and supported peer designers through critique and iteration planning, raising consistency and quality across releases.
- Documented system behavior, edge cases, and design decisions to enable scalable rollout and shared understanding across teams.

Sr. UX Designer, CVS Health, Providence, RI | Aug 2022 – Aug 2024

Improved prescription refill and reminder experiences to support medication adherence and streamline pharmacy workflows.

- Led redesign of high-traffic features, increasing user satisfaction by 25% through clearer UI hierarchy, content design, and reduced cognitive load.
- Established and reinforced enterprise design standards by aligning teams to CVS design system components, patterns, and accessibility expectations.
- Conducted research in design, synthesized insights into journey maps and service blueprints, and translated findings into shippable releases.
- Partnered with product and engineering to define scope, trade-offs, and phased delivery for complex workflows.
- Ensured consistency and accessibility through adherence to CVS design system standards.

UX Designer, Meijer, Grand Rapids, MI | Jan 2021 – Aug 2022

Redesigned an enterprise retail app, increasing adoption by 70% within one quarter of launch by simplifying task flows and streamlining navigation.

- Applied Service Design Thinking to identify and resolve bottlenecks in the 'Substitutions' and 'Location Services' features, enhancing the overall customer experience.
- I applied Service Design Thinking to pinpoint and address challenges in the Meijer app, enhancing the overall customer experience.
- Conducted user testing with 10 participants to gauge the viability of the preliminary app prototype. Received positive feedback on wireframes from all participants regarding seamless experience.
- Utilized feedback from users and continuous prototyping to boost app usage by 70% in the quarter after its release.

Product Designer, Apple, Austin, TX | Oct 2019 – Aug 2020

Apple required a more efficient global admin tool for managing artists.

- Designed and launched Global Artist Search for Apple Music, reducing search time by 25% and operational costs by 27% through simplified UI flows and clearer results ranking.
- Applied design system thinking to unify dashboards and improve usability at scale via reusable components and documented patterns.
- Partnered with cross-functional stakeholders to align on requirements, quality bar, and rollout readiness.

Various (Principal Financial Group, PayPal, Quant Systems, Microsoft) | Product & UX Designer Jan 2017 - Jan 2020

- Delivered UX and product design work across fintech, enterprise, and startup environments, including projects at Principal Financial Group, PayPal, Quant Systems, and Microsoft.
- Provided product design team supervision on multi-project engagements by coordinating workloads, setting quality standards, and facilitating critique to keep deliverables on track.
- Led the design of a 401K platform that increased sign-up rates by 40%, supported post-acquisition product redesigns to align with PayPal standards, and designed accessible web and e-commerce experiences that improved customer satisfaction by 19% and increased sales by 120%.

EDUCATION

MSITM, Campbellsville University, *Campbellsville, KY*

UX Specialization, *Memorize*

ADDITIONAL TRAINING & CERTIFICATES

Nelson Norman Group, *UXC# 1048215*

Enterprise Design Thinking Practitioner, *IBM*

AWARDS

CVS Health Global Hackathon

Recognized for designing an AI-driven medication reminder experience with strong technical feasibility, usability, and measurable user impact.