

Sulochana Molleti

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I'm a UX & Product Designer passionate about crafting thoughtful, inclusive, and research-driven digital experiences. I combine empathy, usability, and business needs to solve problems through design. With a strong foundation in user research, prototyping, and usability testing, I aim to simplify complexity and deliver user-centered solutions. My process is iterative and human-centered—whether it's improving an e-commerce flow or designing educational apps.

SKILLS: UX Research, Usability Testing, Card Sorting, Information Architecture, Interaction Design, Affinity Diagrams, User Flows, Persona Creation, Sketching, Wireframing, Prototyping, User Interviews, Problem Solving, Heuristics Evaluation, Communication, Organization, Teamwork.

TOOLS & SOFTWARE: Figma, Adobe XD, Trello.

EXPERIENCE

UX Designer | User Experience Design Immersive General Assembly | Remote | Mar 2025 – Nov 2025

Completed 500+ hours of hands-on UX/UI training focused on research, wireframing, prototyping, usability testing, and iterative design. Collaborated on both solo and team projects using Agile methodologies and tools like Figma, Trello, and Slack.

Linguistic App | Lead UX Designer | Tools: Figma, Google Forms |

Duration: Apr– May 2025

Designed LE App a mobile-first language learning app designed for busy learners. The goal was to make language learning more fun, flexible, and socially engaging through gamification, conversational practice, and personalized feedback.

- Conducted interviews and surveys to understand user pain points, uncovering key frustrations around navigation and task clarity that informed the redesign direction.
- Developed a detailed persona (Amanda), journey map, and affinity mapping to align the team on user needs and priorities, resulting in clearer problem framing and more targeted design decisions.
- Designed task flows, sketches, wireframes, and interactive prototypes that simplified key user actions, reducing the number of steps required to complete core tasks.
- Iterated through usability testing and feedback loops, improving usability scores and increasing task success rates, leading to a more intuitive and user-friendly final design.

Kinderhaus Toys Website Redesign | Lead UI/UX Designer | Tools: Figma, Heuristic Evaluation, User Testing |

Duration: Jun–Jul 2025

Redesigned an outdated toy store website with confusing navigation, poor layout, and missing key shopping features. Simplified shopping by redesigning the experience based on actual user needs.

- Conducted heuristic evaluation, affinity mapping, and competitive & comparative analysis to identify usability gaps and market expectations, resulting in a clearer redesign direction and improved decision-making for the project team.
- Facilitated user interviews to create a user persona, card sorting, and a sitemap, leading to a more intuitive information architecture and user flows that aligned closely with real user mental models.
- Developed lo-fi, mid-fi, and hi-fi prototypes that progressively refined the experience, enabling stakeholders to visualize the solution clearly and ensure alignment before development handoff.
- Conducted usability testing with 4 participants, gathering actionable feedback that improved prototype accuracy and reduced user friction in key interaction points.
- Improved the information architecture and checkout experience to reduce confusion and streamline task completion, contributing to faster decision-making and a smoother user journey.

Shazam “Hum the Tune” Feature Extension | Lead UX Designer | Tools: Figma, User Interviews, Usability Testing | **Duration:** Aug–Sept 2025

This project focused on enhancing **Shazam’s core music identification experience** by introducing a new feature, **“Hum the Tune”**. The goal was to **increase user engagement** beyond the 30-second recognition window and allow users to identify songs even without lyrics or a recording.

- Conducted user interviews and surveys to identify pain points, uncovering gaps in Shazam’s music discovery experience and informing the design requirements for the new “Hum the Tune” feature.
- Created persona “Scottie Souls” to represent music enthusiasts seeking intuitive song discovery, aligning the team on user motivations and enabling targeted design decisions.
- Mapped user journeys and designed task flows that streamlined the music identification process, reducing cognitive load and improving feature discoverability.
- Developed lo-fi, mid-fi, and hi-fi prototypes in Figma, providing tangible artifacts for iterative feedback and validating design concepts with stakeholders.
- Ran usability testing with 6 participants using attitudinal and behavioral methods, identifying friction points and refining interactions to ensure a seamless user experience.
- After iterations, the final design achieved a 45% increase in user engagement and 70% feature acceptance, successfully expanding Shazam’s core functionality while maintaining visual and brand consistency.

Propel Tutoring Redesign | Lead UX Designer | Tools: Figma, User Interviews, C&C Analysis, Usability Testing | **Duration:** Oct–Nov 2025

Overview

This project involved re-designing a **professional and user-friendly website** for **Propel Tutoring with responsive design**, owned by **Chad Campbell**, a math tutor serving middle-school to college students. Chad initially relied on word-of-mouth and teacher referrals but wanted to **expand his online presence**, **build credibility**, and **differentiate his services** through a clear, trustworthy digital platform.

- Conducted user interviews with parents and students to understand tutoring expectations and pain points, uncovering key friction areas in finding and booking tutors.
- Developed user persona “Proactive Prisha” to represent the target audience, aligning the design team on user needs and guiding feature prioritization.
- Performed competitive & comparative analysis to identify best practices, informing design decisions that enhanced usability and engagement.
- Mapped key user journeys for discovering tutors, checking credentials, and booking sessions, resulting in streamlined flows that reduced confusion and improved task completion.
- Created site map, lo-fi, mid-fi, and hi-fi prototypes in Figma, enabling iterative testing and refining of navigation, layout, and content hierarchy.
- Conducted usability testing with 6 participants, refining flows for easier navigation, transparent pricing, and smoother scheduling, which increased user confidence and reduced booking errors.
- Final design emphasized trust, credibility, and ease of communication, improving visibility into tutor profiles and success metrics and enhancing overall parent-tutor satisfaction.
- Enhanced parent-tutor interaction flow through improved task flows and prototyping, resulting in more efficient scheduling and better information discovery for users.

HR Admin Assistant

February 2019 to September 2019

Excel HR/ Department of National Defence (DND) / Government of Canada

- Coordinated end-to-end candidate and stakeholder communications, ensuring smooth interview scheduling, onboarding steps, and documentation workflows.
- Organized and maintained structured training, assessment, and personnel records in SharePoint and RDIMS, improving information accessibility and reducing processing time.
- Facilitated user-like interactions by gathering requirements, confirming details, and clarifying processes with candidates, security teams, and training officers, supporting clear and consistent experience flows.

SAP Success Factors Consultant,

Sept 2015 to January 2019

IBM Halifax

- Led the end-to-end implementation of SaaS HR systems (SuccessFactors Employee Central) across large, multi-stakeholder environments, ensuring system workflows matched real user needs and organizational processes.
- Translated complex client requirements into functional configurations by designing data models, workflows, business rules, and permissions (RBPs), improving usability and reducing process friction for HR teams and employees.
- Managed full UAT cycles by creating test scripts, coordinating user feedback sessions, resolving experience pain points, and refining system behavior before launch, contributing to smoother go-live adoption.

SAP Successfactors Consultant

Sept 2014 to August 2015

ATOS (SAP Partner)

Key Responsibilities:

Scope: Success Factors Implementation and support – Performance & Goals

- Led business process mapping and requirements discovery workshops with clients, translating complex HR workflows into clear functional specifications and system configurations that supported intuitive user experiences.
- Designed and configured SuccessFactors modules (Performance Management, Goal Management, LMS) including role-based permissions, form templates, workflows, and master data structures, improving process clarity and reducing manual effort for end users.
- Managed full testing cycles (UAT & regression) by developing test scripts, facilitating feedback sessions, and refining system behavior, ensuring the final experience aligned with user expectations and business outcomes.

ASP2-Application Specialist 2

June 2012 to December 2014

ATOS Nessie (Implementation/ Roll out Project)

Key Responsibilities:

- Acted as the main point of contact (SPOC) for implementation and support projects, coordinating communication between users and technical teams to ensure smooth rollout and continuous improvement of HR system workflows.
- Designed and configured employee lifecycle processes (hire, rehire, termination, master data updates) in alignment with client operational needs, improving accuracy and reducing manual rework for HR teams.

- Created and optimized time and attendance structures including work schedules, holiday calendars, and counting rules, resulting in more intuitive time-booking experiences and fewer payroll discrepancies.

EDUCATION & TRAINING

UX Training:

User Experience Design Immersive | General Assembly | Remote | 03/2025 – 11/2025

Additional UX/UI Training:

- BYOL - UX training
- Learn Figma - UI/UX Design Essential Training (Udemy)
- Figma Trained by General Assembly

University Degree:

- Master of Business Administration (MBA) in Human Resource Management
- Bachelor of Business Management in Human Resource Management
- Business Executive Administration Diploma in Willis College - Ottawa

Certification Overview:

- SAP Certified Application Associate - Modeling and Data Management with SAP BW 7.4
- Certified in SAP HCM - Analyst (ECC 6.0 on EHP6) from SAP
- Certified Application Associate – SuccessFactors Employee Central Q4/2015
- Certified Application Consultant – SuccessFactors Performance and Goals Q4/2015

Let's Connect:

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