

# Sree Sevithaa, M I

Designing the invisible, designing for impact.

[Portfolio Website](#) | [Linkedin Profile](#) | sreesevithaami@gmail.com

---

## EDUCATION

**Savannah College of Art & Design, USA** Master of Arts Service Design

Sept 2022 – March 2025, CGPA 4.0/4.0

**University of Delhi, India** Bachelor's in Communication & Extension (Hons)

Sept 2017 – March 2020, CGPA 4.0/4.0

---

## WORK EXPERIENCE

**Inventuer IT – Product Design Intern - Point-of-Care SaaS Platform**

Jan 2025 – Present, USA

- Owned the 0 → 1 product journey as the sole designer, building a SaaS-based tablet interface to support clinical product sales, while shaping core flows and laying scalable foundations for future feature growth.
- Designed and refined core user flows for medical assistants, streamlining order placement and enhancing overall usability within the point-of-care experience.
- Established scalable UI patterns and contributed to the foundational design system to enable platform consistency and long-term scalability.
- Collaborated with cross-functional teams (UX Director, developers, PMs) and conducted stakeholder interviews and usability testing to validate prototypes and enhance patient-provider workflows.

**Deloitte – Product Designer, Healthcare GenAI Strategy**

March 2024 – May 2024 | Jan 2023 – Mar 2023, USA

- Led the end-to-end process** from conception to recommendation, **managing multi-disciplinary teams** to explore **GenAI capabilities for inclusive health messaging**, ensuring client needs were met and key use cases were prioritized.
- Developed a **comprehensive roadmap** for implementing **GenAI-driven health communication solutions**, using **performance indicators** and **success metrics** to assess the effectiveness of inclusive health messaging services.
- Shaped the product roadmap and contributed directly to explorative, generative, and evaluative user research, while delivering **high-fidelity UI/UX design** and visual assets for Deloitte's healthcare services, strengthening client trust and project alignment.
- Synthesized research findings from user studies, providing high-fidelity design recommendations for 508-compliant, plain-language, and health communication tools, ensuring effective and equitable outputs.

**BMW USA– Service Design Lead**

Sept 2023 – Nov 2023, USA

- Led a 20-member cross-functional team** to develop an AI-driven virtual assistant for BMW USA, executing a comprehensive **UX research strategy** that increased user interaction by 23% and enhanced **prototype functionality**.
- Directed research to identify opportunities for optimizing communication and decision-making across BMW's cross-functional teams, resulting in streamlined collaboration, and reduced operational costs through the implementation of a unified virtual assistant.
- Developed and presented strategic recommendations to executive leadership, aligning user research insights with project goals, which led to key product decisions driving successful outcomes.
- Mentored junior researchers** in applying UX principles and systems thinking, resulting in a 30% improvement in research quality and contributing to the team's overall growth and expertise.

**70 Event Media Group — Creative Strategist**

Sept 2021 – Sept 2022, India

- Delivered UX/UI design recommendations for hybrid events, including for brands such as Matrix, L'Oréal, and Kotak, resulting in enhanced **virtual event engagement** and increased participant satisfaction.
  - Created high-fidelity mockups for the Matrix L'Oréal Professional Products Division's virtual event microsite, improving participant interaction and satisfaction.
  - Pitched innovative event concepts to clients, receiving positive feedback for user-centric designs and strategic presentations.
- 

## SKILLS

**Domain Knowledge:** End-to-end Product Design, User Research, UX Research, Product Strategy, Information Architecture, UI/UX, Design Systems, Interface Design, Wireframing, Cross-functional Collaboration, Usability Testing, Design Thinking, Prototyping, Human-Computer Interaction, Qualitative & Quantitative Research.

**Tools:** Figma, Adobe CC, Adobe XD, Miro, Notion, Google Analytics, Maze, Procreate.

---

**AWARDS:** [Winner 2025 – Indigo Awards](#) | [Winner 2023 – Indigo Awards](#) | [Top 5 Finalist – SCADstartup](#)

**CERTIFICATES:** [Interaction Design Foundation](#) | [Google Cloud Skill Boost](#)