

Ravi Tej Sireddy

PRODUCT DESIGNER

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PROFILE

I am a **curious explorer** at heart and a highly **adaptable** product designer. Over the last **9+ years**, my focus has been on building high-trust products for **over a billion people**. At Microsoft, I navigate the deeply complex, shifting landscapes of **Windows and Bing Health AI** work that has led to **two patents** and the "Windows Craft" quality framework. Beyond the screen, I constantly explore the edges of our industry by mentoring designers, hosting India's #1 design podcast, and organizing Manifest, a free AI community conference.

SKILLS

Core Design & Prototyping	Product design, interaction & motion, design systems, information architecture, accessibility (WCAG), prototyping
User Research	User interviews, field research, journey mapping, usability testing, competitive analysis
AI & Emerging	Designing for generative AI & Copilot, AI trust & safety, human-in-the-loop answer systems
Leadership & Strategy	Cross-functional leadership, design strategy, storytelling, design mentoring, community building, workshop facilitation
Domains	Health & clinical UX, Windows / OS, search, ads & monetization, enterprise & fintech, edtech
Tools	Figma, Adobe Creative Suite, cloud-based productivity suites, AI prototyping systems

EXPERIENCE

Product Designer 2 (L62) · Microsoft, AI & Windows	2021 to Present
Windows shell, sharing, files, Bing Health, expert platforms, Health AI and ads · Hyderabad, India	
- Invented the Windows Drop Tray, a surface that appears the instant someone starts dragging a file, making move and share actions easier to discover. Shipped to retail and reached users globally, with cross device Share MAU up 3.8% week over week. Named inventor on the patent, a first for design in Windows in India. - Designed for Windows sharing, phone, media, and device surfaces at 1B+ scale, including Windows Share, agentic experiences, Phone Link, Windows Hello, and AutoPlay; grounded the work in retail field research and shipped with zero accessibility defects. - Authored the "Windows Craft" framework the org now uses to judge quality by whole journeys (copy a file, connect a device, and many more legacy surfaces on Windows) instead of isolated bugs; mapped ~85% of the craft backlog into journeys, live on surfaces spanning 122M+ monthly devices. - Co-authored and named inventor on a second Microsoft patent for AI search results, and helped build Bing Health's Experts platform, making expert-authored answers feel trustworthy at a glance through authority signals, quality checks, and 500+ verified doctors across 15 countries, scaling from 100K to 1M+ answers. - Reshaped Bing Health from a page of results into ongoing health journeys, including feeds, cards, and proactive CDC/FDA alerts that bring people back daily, while shaping health ads for +\$2M Bing / +\$500K MSN revenue targets without costing user trust.	
UX Designer II · Temenos, Enterprise Banking	2020 to 2021
Core banking platform used by 3,000+ banks worldwide	
- Redesigned the Banking Activity Hub, the screen used by 3,000+ banks to start the day, rebuilding its information architecture and navigation to lift ease of use 32% and cut decision time. - Designed the Corporate Loan Suite, one coherent banker canvas for onboarding, entity overviews, loan requests, and facility tracking across the lifecycle of a large corporate loan.	
Senior UX Designer · WongDoody	2019 to 2020
Global innovation studio · clients incl. XPO, Coca-Cola, P&G	
- Designed Sell XPO, an AI driven freight quoting platform that let teams price, configure, and book a load on one screen, lifting cross sales 34% and booking efficiency 42%. - Mapped production and procurement systems for Bimbo, Coca-Cola, and P&G, turning a five-tool, cross-role workflow into one service blueprint that reduced re-keying and cut order errors by ~30%.	

India's largest edtech platform

- Designed learning and productivity systems for **millions of students** across Tier 1 to 3 India, built for real budget phones, patchy networks, and classroom constraints.
- Created the **Imaginarium worksheet series** (including a **Disney** edition) for at home learning, and turned dense school math and science into clear, friendly visuals students could actually learn from.
- Built in-house platform tools for a **120-person content team** to track work, improve productivity, and manage video production pipelines; output roughly doubled and goal-hit rate passed **40%**.

RECOGNITION

- **Two patents, named inventor** at Microsoft: the Windows "Drop Tray" drag and drop patent (a first for design in Windows in India) and an AI search results patent.
- **Author of best-selling book, Nodes of Wisdom:** An Amazon category best-seller distilling lessons from 100 global creative leaders across design, AI, AR/VR, and spatial computing.
- **#1 design podcast host, Nodes of Design:** Scaled to **100+ episodes** across **60+ countries** and ranked **#1 on Apple Podcasts in 20 regions**. Hosted conversations with design titans including Don Norman, Jakob Nielsen, and many more visionaries.
- **Design speaker & educator:** Delivered **30+ keynotes and masterclasses** on AI driven design at global conferences and technical institutes, including IIT Hyderabad, IIT Jodhpur, IBM, UXDG Singapore, and Microsoft Design Week.
- **ADPList Top 1% Mentor (9×):** 800+ designers mentored across 10 countries; mentees now at Google, Microsoft, PhonePe, and BrowserStack.
- **Community builder:** Organized **Manifest**, a free AI community conference, and hosted **2,000+ people** across conferences, connects, and practical **workshops** for product makers and builders.

EDUCATION

B.Tech, Mechanical Engineering

GITAM University, Hyderabad, India

Majored in Automobile & Tool Design. Won the batch achiever's award and led inter-university cultural and design initiatives. Building complex architectural models in CATIA, SolidWorks, and ANSYS sparked my initial passion for digital design and inspired my transition into the tech industry.