

Ravi Tej Sireddy

Product Designer

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PROFILE

Product designer with **9+ years of experience** creating high-trust consumer, AI and platform experiences. At Microsoft AI and Windows, I have led patented interaction work, shipped experiences across products serving more than **one billion users**, and created an organisation-wide framework for improving quality across complete user journeys. My experience spans generative AI, operating systems, search, ads & monetisation, enterprise workflows and design strategy.

CORE COMPETENCIES

Product Design

Interaction design, product strategy, information architecture, user flows, prototyping, motion design, design systems

AI & Emerging Experiences

Generative AI, Copilot experiences, AI trust and safety, human-in-the-loop systems, expert-grounded answers

Accessibility

WCAG, inclusive design, keyboard interaction, screen-reader considerations, accessible interaction patterns

Tools & Prototyping

Figma, Adobe Creative Suite, After Effects, motion prototyping, high-fidelity interactive prototypes, AI-assisted coding, generative AI tools, and rapid concept-to-code workflows

Research & Validation

User interviews, field research, journey mapping, usability testing, competitive analysis, research synthesis

Leadership & Collaboration

Cross-functional leadership, design strategy, stakeholder alignment, storytelling, mentoring, workshop facilitation

Domains

Operating systems, search, health AI, ads and monetisation, enterprise banking, fintech, edtech

EXPERIENCE

Product Designer 2 (L62) **Microsoft AI & Windows**

2021–Present

Windows shell, sharing and device experiences, Bing Health, expert platforms and ads · Hyderabad, India

- Invented and shipped **Windows Drop Tray**, an intent-aware surface that appears when users begin dragging a file, making move and share actions easier to discover. Increased cross-device Share monthly active usage by **3.8% week over week** and was named inventor on the patent.
- Designed interaction patterns across **Windows Share, Phone Link, Windows Hello, AutoPlay, media, device and agentic experiences** serving more than **1B users**. Grounded decisions in retail field research and shipped with **zero accessibility defects**.
- Created and drove adoption of the **Windows Craft framework** across three organisations, mapping **85% of the craft backlog** into journeys across **122M+ monthly devices**. Benchmarked **perceived performance** against macOS and defined Windows motion principles.
- Co-authored a second Microsoft patent for **AI search results** and helped build Bing Health's Experts platform. Designed authority signals and quality checks for 500+ verified doctors across 15 countries, **helping scale expert answers from 100K to more than 1M**.

- Reshaped Bing Health from static search results into ongoing **health journeys** using feeds, cards and proactive CDC and FDA alerts. Also designed trust-sensitive health advertising experiences supporting revenue targets of **\$2M for Bing and \$500K for MSN**.

UX Designer II · **Temenos, Enterprise Banking**

2020–2021

Core banking platform for global financial institutions

- Redesigned the **Banking Activity Hub**, used by teams across more than 3,000 banks, rebuilding its information architecture and navigation to **improve ease of use by 32%** and reduce decision time.
- Designed the **Corporate Loan Suite**, creating one coherent workspace for corporate onboarding, entity overviews, loan requests and facility tracking across the loan lifecycle.

Senior UX Designer · **WongDoody**

2019–2020

Global innovation studio, enterprise and B2B engagements

- Designed **Sell XPO**, an intelligent freight quoting platform that enabled teams to price, configure and book freight in one workflow, **increasing cross-sales by 34% and booking efficiency by 42%**.
- Mapped procurement and production workflows for Bimbo, Coca-Cola and P&G, consolidating a five-tool, cross-role process into one service blueprint that reduced re-entry and cut order errors by approximately 30%.

Product Designer · **Byju's**

2017–2019

India's largest edtech platform

- Designed learning and productivity experiences for **millions of students** across Tier 1–3 India, accounting for budget devices, unreliable connectivity and classroom constraints.
- Created the **Imaginarium worksheet series**, including a Disney edition, translating complex school mathematics and science concepts into accessible visual learning materials.
- Built internal workflow tools for a **120-person content team**, improving production tracking and video operations. Team output approximately doubled, while goal completion exceeded 40%.

PATENTS, LEADERSHIP & RECOGNITION

- **Named inventor on two Microsoft patents:** Windows Drop Tray interaction and AI search-result experiences.
- **Author, Nodes of Wisdom:** Amazon category best-seller featuring lessons from 100 global leaders across design, AI, AR/VR and spatial computing.
- **Host, Nodes of Design:** Produced **120+ episodes** reaching listeners across **60+ countries** and ranked #1 in the Design category on Apple Podcasts across 20 regions.
- **Design speaker and educator:** Delivered **30+ keynotes and masterclasses** at IIT Hyderabad, IIT Jodhpur, IBM, UXDG Singapore and Microsoft Design Week and many more.
- **ADPList Top 1% Mentor, nine-time recognition:** Mentored **800+ designers**, with mentees joining Google, Microsoft, PhonePe and BrowserStack etc.
- **Community builder:** Organised Manifest, a free AI community conference, and hosted more than **2,000 participants** across conferences, meetups and practical workshops.

EDUCATION

B.Tech, Mechanical Engineering

GITAM University · Hyderabad, India

Specialised in Automobile and Tool Design. Received the achiever award and led inter-university cultural and design initiatives. Early experience with CATIA, SolidWorks and ANSYS influenced my transition into digital product design.