

# NARESH BYREDDY

Senior Product Designer (UX/UI) | Design Systems | Enterprise & Consumer UX Product design  
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## PROFESSIONAL SUMMARY

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Senior Product Designer with **10+ years** of experience designing enterprise and consumer digital products across **Cybersecurity, telecom, healthcare, Networking and banking domains**. Specialized in **UX strategy, product design, and scalable design systems**, with a strong focus on simplifying complex workflows into intuitive user experiences. Proven ability to deliver user-centric solutions, improve usability, and drive product impact through collaboration with cross-functional teams. Experienced in **mentoring designers** and leading design initiatives across multiple products.

## SKILLS

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- **UX & Research**  
User-Centred Design, UX Research, Heuristic Evaluation, User Personas, Task Analysis, Journey Mapping, Information Architecture, Accessibility (WCAG), UX Audits, A/B Testing, Usability Testing, Conversational UX, Data Visualisation
- **Design & Prototyping**  
Wireframing, High-Fidelity Prototyping, Interaction Design, Micro-interactions, UI Design, Design Systems (DSM), Design Sprints, Responsive & Adaptive Design
- **Tools**  
Figma, Fig Jam, Adobe Creative Cloud, Adobe XD, Jira, Confluence, Design Tokens, Auto Layout, HTML, CSS, JavaScript (Working Knowledge), Generative AI (ChatGPT, Figma Make)
- **Leadership & Process**  
Team Leadership (3–5 Designers), Agile/Scrum, Design Thinking, Stakeholder Management, Cross-functional Collaboration, UX Reviews & Design Critiques, Developer

## AI-DRIVEN DESIGN WORKFLOWS

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- Built scalable, data-driven design systems using **Figma** for components and tokens, **ChatGPT** for documentation, and **Stitch AI** for user behavior validation
- Used **ChatGPT** and **Gemini** for competitive research to identify UX improvements.
- Redesigned the Total Security app using **Figma Make**, accelerating UI creation and improving overall user experience.
- Used **Stitch AI** to generate heatmaps highlighting user interactions and friction points in AV CRW, SKU, and auto-renew flows, driving data-informed UX improvements.
- Designed onboarding flows using **Replit AI** and **Figma Make**, enabling rapid prototyping and improved user experience

## WORK EXPERIENCE

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### Quick Heal Technologies – SEQRITE | Senior Product Designer

June 2023 – Present

- Led end-to-end UX for Quick Heal Antivirus (AV) and SEQRITE enterprise security product suite, covering EPP, XDR, and mobile security products
- Designed and scaled a Design System (DSM) across multiple applications, reducing design debt
- Mentored junior designers on design systems, component governance, and UX best practices.
- Conducted UX audits for enterprise products, identifying usability issues and driving targeted improvements.

### Key Projects:

#### Anti-Fraud.ai Mobile Apps (Android & iOS)

- Designed end-to-end UX from scratch for anti-fraud applications across Android and iOS platforms
- Defined user flows, information architecture, and interaction patterns for complex fraud-detection scenarios
- Simplified complex security actions into intuitive, low-friction user experiences

- Ensured consistent UX across platforms using a scalable component library, collaborating with product and engineering teams.

### **Enterprise Design System (DSM)**

- Built a scalable design system from the ground up for enterprise security products
- Created reusable components, patterns, and guidelines adopted across multiple product teams
- Standardised UI to reduce redundancy and accelerate delivery; supported light/dark theming and localisation

### **SEQRITE App Redesign**

- Redesigned UX for mobile and desktop antivirus apps — improving onboarding, dashboard usability, and navigation
- Simplified information hierarchy, boosting user comprehension and task-completion rates

### **SIA Chatbot – SEQRITE Intelligent Assistant**

- Designed conversational UX and UI for a security chatbot, defining user flows and interaction patterns
- Designed chat interfaces for mobile and desktop with support for handling unknown user inputs

### **Accenture | UX Specialist**

April 2014 – June 2023

- Led a team of 3 UX designers, ensuring high-quality delivery across web and mobile platforms
- Delivered enterprise UX solutions across Telecom, Oil & Gas, Banking, and Healthcare domains

### **Tech Mahindra | Team Lead**

August 2007 – March 2014

- Designed and developed web interfaces for internal enterprise portals using HTML, CSS, and JavaScript
- Provided production support and tooling for global enterprise clients including GE and GSK

## **EDUCATION**

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### **Bachelor of Engineering – Electronics & Communication Engineering**

Jawaharlal Nehru Technological University (JNTU), Hyderabad | 2008

## **CERTIFICATIONS**

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- Interaction Design Foundation (IxDF) – Certified Member
- Information Visualisation – IxDF
- Web Design for Usability – IxDF
- Mobile User Experience – IxDF
- Conducting Usability Testing – IxDF

## **AWARDS & ACHIEVEMENTS**

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- Antifraud Excellence Award – Quick Heal Technologies, for leading anti-fraud UX design initiative
- Design Systems SPOT Award – recognised for building and scaling the enterprise DSM
- Monthly Award – performance recognition
- Accenture Excellence Award
- Greater Than Award