

Padmavathi Devi Verroju

AI Experience Design Lead

+91-9701511159 | pvdevi@gmail.com | Hyderabad, India

A bit about me

I've spent 18+ years figuring out how to make complex enterprise systems feel simple and human. My sweet spot is connecting the dots — between systems, processes, and the people who use them. Whether it's mapping a banker's end-to-end journey, prototyping a conversational AI flow, or aligning a room full of product, tech, and data partners on a shared vision, I bring the same thing: **clarity through design**. Right now, I lead UX strategy for Branch Channel & Operations at JP Morgan Chase, where I work with a global team of ~20 designers, researchers, and writers. I'm also actively upskilling my team in AI-augmented workflows — we use tools like Claude and Figma AI daily to prototype faster, think bigger, and ship experiences that are inclusive and empowering.

What I've delivered

10+

Enterprise products shipped

90%

CSAT score banker experience

70%

UMUX Lite score across portfolio

38%

Reduction in acct restrictions (KYC)

What I bring to the table

- AI-Informed Design, Systems orchestration & Service design
- Intent driven rapid Prototyping using Claude, Anti gravity and Figma Make
- Conversational AI
- Design Systems evolution & governance
- Inclusive Design & Accessibility (WCAG)
- Cross-Functional Stakeholder Facilitation
- Data-Driven Design Decisions

Things I'm proud of

- Received **Gold Medallion** from Chief Design Officer, JP Morgan Chase — a recognition of design leadership and impact across the organization.
- I ran a workshop called "**Continuous Discovery: Transforming Product Journey through Co-Creative Practices**" at the **JPMC Powerup Conference 2025** — showing teams how iterative, AI-informed discovery actually works in practice.
- I spoke at **JPMC Amplify Design Conference 2024** about applying behavioral science to digital experience design — how cognitive models, system design, and real user behavior all connect.
- I created role-play workshops where product and tech partners step into users' shoes. It surfaces pain points people don't talk about — the unspoken friction that data alone won't reveal.
- I planned and facilitated a **Product Discovery Offsite** that got Branch Ops, product, tech, and research teams aligned on a shared North Star vision and MVP priorities.
- I took on the product owner role for an Agri commerce website built for NGO Prem Samriddhi Foundation under JPMC's Force for Good program in 2023 — concept to deployment, end to end.
- I started the **UX Community of Practices (CoP)** within JPMC back in 2019. It's become the space where design teams share knowledge, build consistency, and raise the bar together.
- Served as Secretary for **JPMC Toastmaster** in 2017 — sharpening communication and public speaking skills that I bring to every stakeholder presentation and workshop I lead.

Where I've done it

JP Morgan Chase & Co, Hyderabad

Jul 2016 – Present

Vice President, User Experience Design — Branch Channel & Operations, CCB

- I own the design strategy for branch operations — that means coordinating research, running prioritization offsites, and keeping Product, Tech, and Data aligned on where we're headed and why.
- I map how things actually work: banker workflows, backend systems, customer touchpoints. My job is to see the whole picture, find the friction, and design it out.
- I prototype with AI tools every day — Claude and Figma AI. It's how my team validates ideas fast, tests assumptions early, and walks into stakeholder meetings with something real to show.
- I work closely with data owners to understand what's happening after launch — what's working, what's not — and feed those insights back into the roadmap so we're always improving.
- I created a design system agent that teams leverage to achieve design system compliance across applications, and authored design intents essential to our Agentic SDLC framework. That work improved delivery efficiency by **30%** and cut rework significantly.
- Accessibility is non-negotiable for me. I drove a **20%** improvement in compliance across all product lines through Greenline process governance — making sure inclusive design is baked in, not bolted on.
- When I present to leadership, I don't just show screens. I articulate how a design decision connects to system impact and business value. That approach helped increase banker adoption by **45%**.
- I believe in learning by doing. My team runs usability tests, ships prototypes, gathers feedback, and iterates — continuous discovery is how we work, not a one-off activity.
- I lead **~20** designers, researchers, and writers across global locations. I care deeply about their growth — mentoring, coaching, and making sure everyone has a clear career path forward.

ADP India Pvt Ltd, Hyderabad

2014 – Jul 2016

Senior UX Designer — HCM Products

- I owned the UX for enterprise HR applications — Leave & Absence, Recruitment, Onboarding. From journey maps to high-fidelity prototypes, I drove the full design lifecycle with product, dev, and QA.
- I partnered with global teams to roll out a new design system across next-gen HCM apps, making sure every team was building consistently and not reinventing patterns.
- I ran user research sessions, built interactive prototypes, tested them with real users, and iterated. The feedback loop was tight — that's when the best work happens.
- I regularly presented service design storyboards and concepts to large stakeholder groups, showing not just what we were building, but how the pieces connected across the system.

Tech Mahindra / Oracle / Satyam Computers / Startups

2002 – 2014

Designer to Senior Interaction Designer

- This is where I built my foundation — hands-on UX work for enterprise clients like Citigroup, Genentech, and Qatar's Ministry of Interiors. I was also the onsite bridge between offshore dev teams and client stakeholders, which taught me how to communicate across cultures and contexts.
- I created everything from task flows and information architecture to high-fidelity prototypes and visual design standards — the full toolkit for large-scale transformation programs.
- I grew from designer to team lead here, mentoring information architects, visual designers, and accessibility developers. I also helped build our UX Center of Excellence — defining how we work, what tools we use, and how onsite/offshore teams collaborate effectively.

Education & Certifications

B.Sc. Life Science (Genetics, Chemistry, Microbiology)

Osmania University, Hyderabad — 2000

Certified Augmented Reality Designer

IxDF – The Interaction Design Foundation, 2023

Professional Scrum Product Owner (PSPO)

Scrum.org, 2023