



Padmavathi Devi Verroju

Vice president, User experience design



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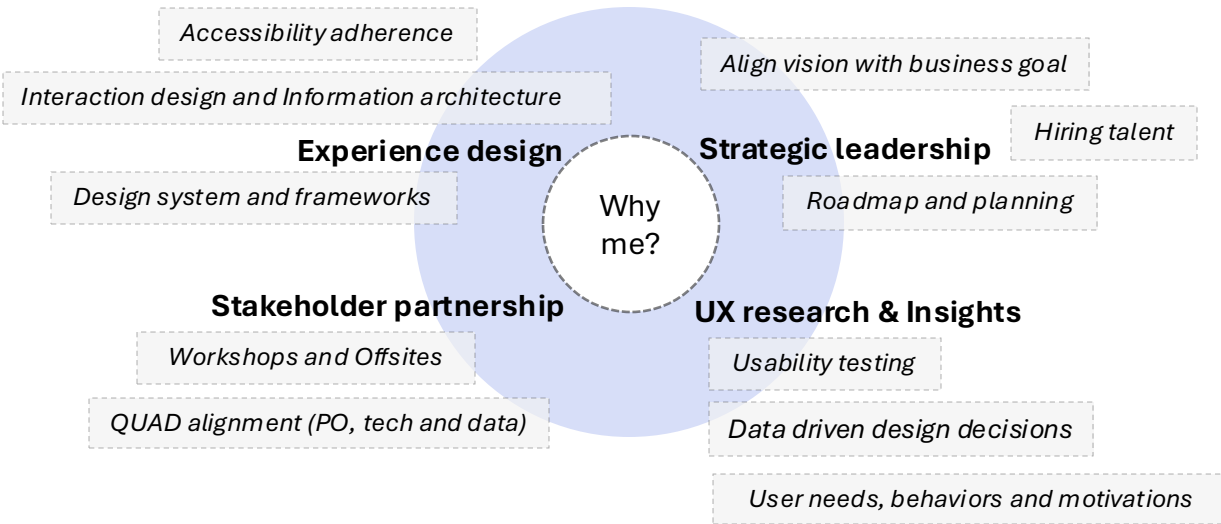
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[Design portfolio](#)



How I rate myself against these skills

Experience design



Strategic leadership



UX research & insights



Stakeholder partnership



Quick summary about me:

I started my career as a graphic designer and acquired UX design skills through hands-on experience. Over the past 18+ years, I have been leading enterprise experience design teams, using research and insights to drive user adoption and improve operational efficiency. Currently associated as design lead for Branch Channel and Operations within Consumer and Community Banking, JP Morgan & Chase.

I have proven track record of designing and executing UX strategies aligned with business goals. I played a key role in transitioning design teams from waterfall to agile methodologies, represented design in shaping the product operating model, and led the full UX lifecycle from concept to delivery. I ensure adherence to design processes, design system and methodologies improving delivery efficiency and reducing design rework by establishing clear standards.

I lead multi-disciplinary design team of around 20 designers, researchers, and writers co-located and across global locations. I provide them guidance, mentorship and support in their career journey.

In my journey as lead, my focus has always been strong planning and execution to deliver experiences that feel natural, inclusive and empowering users.



Work experience

Vice President, User experience

*JP Morgan chase & co, Hyderabad
(Jul 2016 – present)*

Leading design team to build experiences for branch community, empowering them to serve chase customers on time thus aligning to JPMC vision of “Be bank for all”

- I drive the design strategy which includes coordinating research plans, facilitating planning/prioritization offsite with Ops partners and QUAD (PO, tech and data).
- Collaborating with cross functional teams to define project scope, capacity planning, establish MVP and release goals.
- Working with **data owners to harness insights** post launch and contribute to the product roadmap.
- Design user **journey maps, service design workflows**, rapid prototyping of design concepts to walkthrough with stakeholders for early iterations.
- Ensure design team collaborates with development and have **timely conversations on tech feasibility** for seamless experience integration and no reworks.
- I have successfully:
 - ✓ Enhanced Accessibility compliance for all product line with Greenline process by 20%.
 - ✓ Improved UX delivery efficiency by 30% with reusable Figma pattern libraries.
 - ✓ Enhanced banker adoption to new application by 45%, enabling proactive issue resolution and fewer support tickets.

Senior UX Designer

*ADP India Pvt Ltd, Hyderabad
(2014 – Jul 2016)*

- Worked with product owners to discover user needs and create design concepts for HCM applications (Leave & absence, Recruitment & Onboarding)
- Define, guide and drive end to end implementation of user experience from journey maps, persona design and rapid prototyping to demonstrate the interactions with product, development and quality teams.
- Partner with global team to understand new **design system** and guide design teams to adopt for all new gen HCM applications.
- Present **design concepts and storyboards** to larger stakeholder group.
- Partner with user research team to identify scenarios, build prototypes to test with end users and gather insights for further iterations.

Designer to Sr. Interaction Designer

*Tech Mahindra, Hyd (Mar 2011 – Oct 2014),
Oracle India (Nov 2008 – Mar 2011)
Satyam computers, Hyd (Jun 2005-Oct 2008)
& Start ups, Hyd (2002 – 2005)*

In my journey from a designer to lead designer with other organizations, I did hands on UX work:

- Have **SME experience** of working as UX designer with clients like Citigroup (St. Louis, USA), Genentech (SFO, USA), Ministry of Interiors(Qatar). I was also an onsite coordinator for our offshore development team in India.
- Created UX deliverables including task flows, information architecture, low through high fidelity prototypes and visual design standards.
- Presented UX design concepts to internal stakeholders, clients and agency partners
- **Led and mentor design team** of information architects, visual designers, interaction designers and accessibility developers.
- Collaborated with technical architects and project managers to define project deliverables, resource allocations and timelines.
- Contributed to **UX COE** in defining UX delivery process, onsite/offshore engagement models, prototyping tool adoption, learning needs of the team etc.



EDUCATION & UPSKILL

Bachelor of Life science (Genetics, Chemistry and Microbiology) Osmania university, Hyderabad (2000)

UPSKILL CERTIFICATIONS

- **Certified Augmented reality designer**
IXDF – The Interaction Design Foundation (Mar 2023)
- **Professional Scrum Product Owner**
Scrum.org (Mar 2023)
- **Certified Enterprise Architect**
Mahindra Satyam Learning World
- **Trained on designing accessible E-learning in Flash**
Nsyst (collab with Satyam Computers, Oct 2006)



DESIGN TOOLS & SKILLS

- Working on various design systems within JPMC and prior organizations.
- Prototyping tools (Figma with new AI capability), Sketch, Adobe XD, Invision)
- Hands on with Discovery workshops (Design thinking, prioritization workshops like MoSCOW, AI persona and user journey and Service Design)



Career Highlights

- Conducted workshop on "[Continuous Discovery: Transforming Product Journey through Co-Creative Practices](#)" at JPMC Powerup Conference **2025** at Hyderabad tech center.
- Planned and facilitated Product Discovery Offsite on North Star vision and MVP prioritization with Branch Ops stakeholders, product, tech and user research team.
- Presented at JPMC Amplify **design conference 2024 on Adopting Behavioral Science in Crafting Digital Experience.**
- Conducted [Role play workshop](#) with product and tech partners to understand nuances of user empathy (spoken and unspoken pain points) .
- Received a gold medallion from [Chief Design Officer](#).
- Took lead as product owner to deliver an Agri commerce website for NGO Prem Samriddhi foundation under JPMC Force for good program in **2023**.
- Established UX Community of Practices (COP) within JPMC in **2019**. This community is to foster design excellence, knowledge sharing, and consistency across design teams.
- Secretary for JPMC Toastmaster in **2017**.