

Krishna Peri

Lead UX Researcher • Interaction Design • Design Strategy • Lean UX

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S U M M A R Y

8 years designing enterprise products that balance business strategy with user needs across financial services, automotive, and IoT. Known for leading cross-functional squads through complex experience problems, from heuristic audits and Lean UX research sprints to high-fidelity prototypes and behavioral analytics-driven iteration. Equally at home shaping product vision in a workshop and pushing pixels in Figma.

W O R K E X P E R I E N C E

Fidelity Investments - Lead UX Researcher

Sep 2023 – Present

- Defined design strategy and vision for a platform modernization serving 200K+ users, leading Lean UX cycles and continuous usability testing that reduced onboarding friction by ~30%.
- Built an 80+ component design system adopted across 4 product squads, cutting design-to-dev handoff time by 35% and establishing consistent design language enterprise-wide.
- Led cross-functional workshops with product, engineering, and compliance stakeholders to frame and solve complex workflow challenges, delivering a GenAI-driven automation experience that cut task completion time by 25%.
- Built high-fidelity, clickable prototypes in Figma to conduct moderated and unmoderated usability testing sessions for a platform modernization.
- Conducted heuristic evaluations of legacy interfaces, surfacing critical usability gaps and achieving WCAG 2.1 AA compliance across 12 core user flows.

Vontier - Senior UX Researcher

Mar 2022 – Jun 2023

- Drove design strategy for an autonomous retail IoT platform, influencing an estimated \$37M in revenue by applying design thinking and user research to resolve key pain points in hardware-software interaction flows.
- Led Lean UX research sprints, A/B testing, contextual inquiry, and usability sessions, that reduced critical workflow errors by 22% across enterprise client deployments.
- Mentored junior designers on Figma component architecture, shared libraries, and evidence-based interaction design decisions.
- Monitored behavioral metrics (GA, Quantum Metric) to continuously challenge design effectiveness, delivering iterative improvements that lifted user task success rates by 18%.

Ford Motor Company - UI/UX Designer

Feb 2021 – Mar 2022

- Translated journey maps and system-level research insights into high-fidelity interaction designs for global B2B dealership platforms, reducing dealer support tickets by 20% post-launch.
- Created strategic user flows, wireframes, usage scenarios, and click-through prototypes to validate feature releases across 6 pilot markets, shortening feedback cycles by 3 weeks per iteration.
- Contributed to a shared Figma component library used across 4 product teams, maintaining consistent design language across desktop and mobile platforms within an agile cross-functional squad.

Amtrak Technologies - UX Designer

May 2019 – Feb 2021

- Applied design thinking to frame and resolve complex scheduling workflow challenges, delivering UI improvements that reduced agent task time by 15% across mission-critical operations.
- Led WCAG 2.1 AA accessibility audits and remediation, eliminating 100% of flagged violations across all user-facing scheduling components before go-live.
- Developed user flows and high-fidelity clickable prototypes in Figma to validate feature releases across pilot markets.

E D U C A T I O N

M.S., Information Science & Human-Computer Interaction - University of North Texas, Denton TX, 2019

B.Tech, Information Technology - GITAM University, Visakhapatnam, India, 2016

Certified Scrum Product Owner (CSPO) - Scrum Alliance, 2025

Microsoft Azure AI Fundamentals (AI-900) - Microsoft, 2026