
DURGA VENKATESH

UX Design Manager | Lead UX / Product Designer

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PROFESSIONAL SUMMARY

UX Design Manager and product design leader with 8+ years of experience designing and leading digital products across EdTech, Fintech, B2B SaaS and consumer products. Currently lead UX across all four product platforms at Coschool, serving a 50+ school ecosystem of 500+ teachers and 20,000+ students. Experienced in managing and developing design teams, shaping product strategy, building scalable design systems, and translating ambiguous user and business problems into product experiences.

I believe effective design leadership is less about giving designers the right answers and more about creating the environment, systems and autonomy that help teams arrive at better answers themselves.

LEADERSHIP STRENGTHS

UX & Product Design Leadership · Design Team Management & Mentorship · Product & UX Strategy · Design Systems & Design Operations · Cross-functional Leadership · User Research & Behavioural Analysis · Information Architecture · Product Discovery · Design Critique & Quality Standards · Stakeholder & Executive Communication · AI-assisted Design Workflows

EXPERIENCE

UX Design Manager / Product Design Manager | Coschool | Feb 2025 – Present

Lead UX across all four product platforms, partnering with product, engineering and senior leadership to shape product experiences, develop designers and establish scalable design practices.

- **Team Leadership:** Managed a design team of up to 5 designers, including four early-career designers and one experienced designer; participated in hiring and converted interns into full-time designers. Now lead UX across all four product pods as part of a lean two-person design team.
- **Coaching & Design Craft:** Established peer-based design critique and independent ownership practices, and coached designers from internship-level capability toward owning major product areas including Parent, Admin and significant portions of Teacher.
- **Design Systems:** Architected a design system spanning all four Coschool platforms, reducing overall design delivery time by ~40% and iteration-heavy design work by ~70%, while giving ~32 engineers a shared standard to implement edge cases independently.
- **Guided Practice — Experience Transformation:** Analysed ~12,000 student data points, heatmaps and misclick patterns to challenge the AI Tutor-first model, leading the shift to a system-led learning experience with contextual AI intervention and gamification — achieving a ~65% reduction in gibberish typing.
- **Stakeholder Influence:** Used weekly organisation-wide demonstrations to make the new experience visible and build support for the direction despite limited initial prioritisation from product leadership.
- **Competitive Track (CCT) — New Product:** Led end-to-end UX for a new competitive-learning track for Classes 6–12 as the sole designer, owning information architecture, Practice Tests and Mock Tests, and introducing a trial-user experience that was not part of the original product concept.
- **EDGE — Personalised Engagement:** Led design on a 5-day delivery timeline with VP and SVP stakeholders, establishing a premium hexagonal visual language and a personalised loop that turns homework mistakes into targeted tasks — now used by 1,000 students with ~60% task completion vs ~55% average homework completion.
- **Design–Engineering Collaboration:** Used design-system standards to create clearer boundaries around product requirements, enabling designers and engineers to challenge inconsistent requirements and spend design time on meaningful product problems.
- **AI-assisted Delivery:** Used Claude Design and Figma to accelerate end-to-end product execution, working with product and engineering to navigate implementation trade-offs.

Scope: 50+ schools · 500+ teachers · 20,000+ students · 4 product platforms · ~32 engineers

UX Designer (Freelance) | Jan 2024 – Jan 2025

- **GeM:** Redesigned seller onboarding, reducing completion time by 45% and drop-off by 25%.

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- **GeM:** Simplified the product listing journey by reducing mandatory steps and introducing bulk pricing, cutting listing time by 32%.
 - **Silk Storee:** Conducted user research and competitive analysis on the online saree-shopping experience to identify customer journey opportunities.

Senior UX Designer | Head Digital Works | Dec 2022 – Sep 2023

- **Retention:** Redesigned the Rummy Lobby to improve discovery of game types, contributing to a 65% improvement in user retention.
- **Efficiency:** Established a reusable design system that reduced design effort by ~60% within the first few weeks.
- **Growth & Conversion:** Redesigned KYC, Refer & Earn and Redeem journeys — 35% faster KYC, 60% lower KYC drop-off and 50% lower Redeem drop-off.

UX Designer / Manager | Wizely | May 2020 – Dec 2022

- **Engagement:** Improved user retention by 200% through product engagement strategies and the Wellness Score experience, with a reported 50% lift in engagement.
- **Scalability:** Built the company's first design system from the ground up and led migration of existing design assets to Figma.
- **Acquisition:** Introduced reward and referral experiences that increased referral rates by 60%, plus Scratch Card rewards that reduced onboarding costs by 50% and lifted new-customer retention by 35%.

UX Designer | Signzy | Mar 2019 – Feb 2020

- **B2B Impact:** Solely designed an RM-assisted mobile onboarding application used by 4 major banks, and built Customer Visualisation and Analytics modules from the ground up.
- **Agility & Ownership:** Delivered ~6 months of change requests within a 2-month window while owning PRDs, user research and A/B testing for Investor and Generic Onboarding.

UX Designer | 1Kosmos | Jul 2018 – Mar 2019

- **Enterprise UX:** Designed native Android and iOS experiences for Verizon within strict brand guidelines, and web-based administration experiences for clients including Verizon and Jefferies.

EDUCATION

B.Tech — Metallurgical and Materials Engineering | IIT Roorkee

Interaction Design Foundation: AI for Designers · Design Thinking · Human-Computer Interaction · Design for the 21st Century (Don Norman)

CORE CAPABILITIES

Leadership: Design Leadership · Team Management · Mentorship · Hiring · Stakeholder Management · Design Strategy · Design Operations

Product: Product Strategy · Product Discovery · UX Strategy · Information Architecture · User Research · Behavioural Analysis · A/B Testing

Design: UX Design · Product Design · Design Systems · Interaction Design · Prototyping · Mobile & Web UX · Visual Design

AI & Tools: Figma · Figma Make · Claude Design · Adobe XD · Photoshop · Illustrator