

Vysali Somanchi

UX Designer / Hyderabad

<https://www.vysalisomanchi.com>

somanchi1796@gmail.com

8978008476

Work Experience

ZEUX Innovation / Red Dot Winner 2023

September 2020 - Present

- Lead Designer

April 2023 - Present

Lead 3 key projects for Maruti Suzuki, Terrapay services & Sellergize.

Appointed as a manager for a Junior & a Senior Designer. Responsible for guiding their performance & providing mentorship. Implemented performance reviews & development strategies to enhance team's skills.

Mentor to an intern, guiding her through her final graduation project.

- Senior Designer

April 2023 - Present

Lead 2 key projects for ICICI bank & IndusInd Bank.

- Junior Designer

September 2020 - April 2022

Worked on projects for Old Mutual Bank in South Africa, Astroscience, The Dollar Business - EXIMAPS, & IDFC First Bank.

Education

TU Delft, Netherlands

M.Sc in Design for Interaction

2017 - 2019

Final project with Safran - redesigned to improve the in-flight meal experience for long haul low cost airlines through the In-flight entertainment system.

National Institute of Fashion Technology

B.Des in Lifestyle Accessory Design

2013 - 2017

Core Competencies

User Research • Usability Testing • Information Architecture • Visual Design • Interaction Design (Mobile & Web) • Prototyping • Conceptualisation & Wireframing • Strategic Thinking • Leadership

Tools

Figma • Adobe XD • Photoshop • Illustrator

Accomplishments

- Led the design of IndusInd Bank's extensive banking app, Indie, tailored for Millennials. This app achieved a rating of **4.4 stars & 10 lakh plus downloads**.
- Successfully led & conducted User research & testing study with 48 users each across 4 cities in person for Maruti Suzuki India Limited.
- Led the design of IndusInd Bank's extensive banking app, Indie, tailored for Millennials. This app achieved a rating of 4.4 stars and 10 lakh plus downloads.

Published

- [The Art, Science & Psychology of Article writing](#)
- [Airborne Agonies - A UX Designer's review of Air Travel](#)