



Athreya Chidambi, Senior Product Designer

10+ yrs. Experience | Bengaluru | +919980005015 | athreyachidambi@gmail.com

As a design strategist, I excel at merging design craft and strategy, driven by curiosity and a love for problem-solving. I connect data, business, and users for impactful solutions.

Employment History

Product and Brand Designer at Freelance, Bangalore

January 2023 - Current

Helping start-ups with design strategy.

Sr. Product Designer at Doyobi, Bengaluru (Remote)

May 2021 - May 2022

Building a B2B platform for educators teaching STEM and designing visual experiences for quests in the metaverse for children aged 9-15 years; Ideation to launch.

Design System | B2B & B2C | Web Platform | Brand Management | Team Management

Sr. Product Designer at Bang The Table (Granicus), Bengaluru

September 2019 - December 2020

Led cross-team initiatives to implement and improve the UI & UX of features across BTT's online citizen engagement platform for local government clients.

Design System | B2B (SaaS) | Web Platform | Team Management

Lead Product Designer at Vidyanext Learning, Bengaluru

March 2016 - March 2018

Leadership role in driving the product experience for Vidyanext's eco-system of hybrid mobile applications catering to after-school tuitions. Helped build QuizNext, a quiz app based on school curriculums.

B2C | Mobile | Brand Management | Team Management

Lead Visual Designer at Aditi Technologies (Harman), Bengaluru

September 2012 - April 2015

Part of the in-house UX team, collaborating with the Business & Development teams in producing visual experiences for brands like TUI, Lebara, Microsoft, Boeing, Ladbrokes, Kaplan and CitySprint.

Services | Pre-Sales | Team Management

Lead Visual Designer at Logica (CGI), Bengaluru

June 2009 - December 2011

Web designer at Rediff.com and Freelance, Mumbai & Bengaluru

October 2002 - May 2009

Education

Advanced Diploma in Multimedia, Chisholm Institute, Melbourne

June 1999 – June 2001

Diploma in Fine Arts, Chitrakala Parishath, Bengaluru

June 1997 – April 1999

High School (12 ISC), Mallya Aditi, Bengaluru

June 1997 – April 1999

Links

[Portfolio](#)

[LinkedIn](#)

Skills

Visual Design

Brand Identity

UX

Presentation

UI

Illustration

Wireframing

Figma

Prototyping

Sketch

Information Architecture

Adobe CC

User flows

Webflow

User Interviews

InVision

Design System

HTML & CSS

Hobbies

Marathons, Cycling, Illustration, Tinkering, Reading

Certifications

Certified Usability Analyst (CUA) at HFI

May 2023 (Ongoing)

Details

DOB: 18 December 1978 | Bangalore, India