

Shilpa Murthy

User-Centered Design & Research Leader

+91 7506489727 | murthy.shilpa17@gmail.com | shilpa-portfolio.tiiny.site | alankara.app

PROFESSIONAL SUMMARY

- UX design and research leader with **13+** years of experience across IBM, Accenture, and Infosys, designing end-to-end experiences for complex enterprise storage, API, and cybersecurity products, from discovery research through high-fidelity prototypes and production handoff.
- Strategic advocate who positions Design and Research as partners to C-suite, Product, Engineering, and Marketing; led research synthesizing **40+** enterprise stakeholder interviews that lifted CSAT from 3.2 to 4.8.
- Specialist in simplifying complex systems, turning error-prone enterprise workflows into guided experiences that cut configuration errors by **60%** and disaster-recovery setup time from 4 hours to 25 minutes.
- Developer-experience leader who shaped an API platform used by **15,000+** active developers, reducing time-to-first-call by **45%** and increasing engagement and conversion by **30%**.
- Design and Research Ops builder who implements scalable frameworks, playbooks, and toolsets, increasing team velocity by **~25%**.
- AI-fluent designer with HCI for AI Systems Design (University of Cambridge), Generative AI, and watsonx credentials; built an AI-assisted PRD generator in IBM's Watsonx Challenge and am founding Alankara, an AI-powered consumer app. Invited speaker at IBM Spark Design Festival 2022 and IBM Un-conference 2024, and selected speaker at Salesforce Design Days '26 (22 October 2026).

PERSONAL PROJECT

Founder

Alankara | Aug 2026 – Present | [alankara.app](#)

- Founded and am building Alankara, an AI-powered jewellery stylist app that catalogues a user's own jewellery and suggests outfit pairings using only pieces they already own, with no marketplace or upselling.
- Own end-to-end product vision, UX, and positioning, designing AI-driven recommendations and defining privacy-by-design principles (encrypted on-device vault, no ads, no data resale) and using Claude (Anthropic) to accelerate execution toward a private beta.

Selected Speaker, Lightning Talk

Salesforce Design Days '26 | 22 October 2026 | Virtual

- Presenting "Shop Your Own Collection First: Designing AI That Helps Us Remember, Not Just Recommend", on how AI can help people find fresh possibilities in what they already own, drawing on the design of Alankara.

WORK EXPERIENCE

Lead UX Designer

IBM | May 2020 – Aug 2026

- Led UX vision, interaction design, and information architecture for the Developer Sandbox (API Hub), a zero-setup, browser-based workspace for discovering and testing APIs, reducing time-to-first-call by **45%** and

increasing engagement and conversion by **30%** across **15,000+** active developers.

- Designed guided configuration, monitoring, and recovery workflows for IBM FlashSystems three-site replication (synchronous high availability plus asynchronous disaster recovery), reducing configuration errors by **60%** and cutting disaster-recovery setup time from 4 hours to 25 minutes.
- Led UX research for IBM Storage Defender, unifying 5 fragmented cyber-recovery capabilities (recovery planning, dependency mapping, threat analysis, scanning, and clean rooms) into one platform informed by CISA guidance, synthesizing **40+** stakeholder interviews to raise task completion by **35%** and CSAT from 3.2 to 4.8.
- Directed the redesign of the Spectrum Scale GUI as Lead Designer, simplifying management of complex storage systems and reducing average task completion time by **~30%**.
- Researched needs, pain points, and goals across 3 partner segments (resellers, affiliates, and developers) and defined segment-specific KPIs with charts, graphs, and tables to measure design impact and support data-driven decisions.
- Partnered with Product Managers and Engineers to translate complex technical capabilities into intuitive experiences, and presented design rationale to senior stakeholders.
- Built a PRD and use-case generator with competitor analysis for storage products using IBM Bob in the internal Watsonx Challenge (July 2026).

UX Design Specialist

Accenture | Apr 2019 – Apr 2020

- Directed UED projects, applying design thinking and interaction design to streamline complex processes, reducing workflow steps by **~25%**.
- Led wireframing, interactive prototyping, and usability testing, improving user satisfaction by **~20%**.
- Designed a Digital Twin proof of concept for a smart office floor: 3D floor view, room booking and status, colleague and facility locator, in-room temperature and lighting controls, and issue reporting.
- Designed an employee benefits portal proof of concept for a global insurer, covering treaty, company hierarchy, and member data management for faster, more accurate data transfer from local insurers.
- Designed mobile app proofs of concept for a government service (relocation requests, entitlement calculator, transfer history, family access) and for field engineers (work orders, time tracking, solution repository), grounded in client user survey data.

Lead UX Designer

Infosys | Nov 2017 – Apr 2019

- Led client design initiatives, presenting design narratives and aligning sales, marketing, and development teams, accelerating client sign-off by **~20%**.
- Orchestrated user testing and feedback loops to refine MVPs iteratively, improving usability scores by **~30%**.

Earlier Experience

Associate Consultant, Capgemini | Dec 2016 – Nov 2017

Senior UX Designer, Majesco | May 2014 – Dec 2016

- Contributed UX design to the New York Life Insurance Group Term Life project, an online experience for association members to learn about, apply for, and buy group term life coverage.
- Developed the customer persona and end-to-end user flow: association site, five-step application, preview and submit, confirmation, and NYL and non-NYL underwriting outcomes (pending, approved, rejected).



- Defined scope and features across informational content and the application form (applicant, employment, spouse, and child details, product selection, medical history, sum assured calculator, coverage, payment, receipt).
- Designed responsive landing page concepts for insurance websites across desktop and mobile, with quick-quote entry and self-service actions (payment, claims, ID card, policy certificate).

Graphic Designer, Multia | Jun 2013 – Feb 2014

EDUCATION

Master's in Design for Digital Media, University of Portsmouth | Oct 2009 – Oct 2010

Bachelor of Fine Arts, Vishwakarma Creative College

CERTIFICATIONS

- Human Computer Interactions for AI Systems Design, University of Cambridge (2024).
- Generative AI Essentials, edX (2024); ML for Beginners, Level 1, O'Reilly (2024).
- **IBM**: watsonx Essentials (2024); Storage and Cloud Essentials (2023); Enterprise Design Thinking Practitioner (2020); Design and User Experience (D&UX) Essentials (2020); New Collar Professional Skills (2020).
- **Coursera**: Innovation & Emerging Technology: Be Disruptive (2020); Strategic Management & Innovation (2020).

CORE SKILLS

UX and Research: User-Centered Design, UX Research, UX Strategy, UX Metrics, Design Thinking, Information Architecture, Interaction Design, User Journey Mapping, Usability Testing, Design Systems, Visual Design

AI and Emerging Tech: HCI for AI Systems, Generative AI Tools, Prompt-Driven Workflows, AI-Assisted Prototyping

Leadership: Stakeholder Management, Design and Research Ops, Executive Presentation, Mentorship, Cross-Functional Collaboration

Tools: Figma, Adobe Creative Suite, Wireframing, Prototyping, Sketching, Storyboarding

Domains: Insurance, Banking, Healthcare, Retail, Enterprise Storage, Cybersecurity, Developer Platforms

Languages: English, Hindi, Marathi, Kannada, Tamil