

UX / PRODUCT DESIGNER

Sathwik Aala

EXPERIENCE

Sr. UX Designer , CrowdStrike

Sep 2022 - Present

Designing unified **asset** and **vulnerability management** experiences within the Exposure Management team, collaborating across Cloud Security, Identity Protection, and Endpoint Protection products.

Founding designer of **Kestrel**, CrowdStrike's next-gen **design system**, leading efforts in defining scalable design patterns, information architecture, and cross-product consistency.

Led **50+ projects end-to-end**, contributing to product strategy alongside PMs and aligning design with business goals across the CrowdStrike platform.

Regularly leverage user research, competitive analysis, and design workshops to inform and iterate on solutions based on user feedback, data, and market insights.

Product Designer 3 , VMware

May 2021 - Sep 2022

Designed end-to-end experiences for **CloudHealth**, a cloud cost management platform that integrates with **AWS**, **Azure**, **GCP**, and other cloud providers. This currently impacts around 18,000+ customers worldwide.

Led the design of **AI/ML** powered **Anomaly Detection** tool that helps the customers identify and mitigate any unexpected costs in their cloud spending. This helped our customers save **\$3M+** in unexpected costs within 1 month of going live.

Conducted and compared **usability testing** results in private beta rollouts, resulting an increase in **Task Completion Rate** by **10.16%**, and **System Usability Scale score** by **5.8** and increase in overall positive testimonials.

Created the **in-app notification system** of **vRealize Automation** (vRA), a cloud infrastructure management platform. Improved the scalability, customization, response time to a notification, and reduced dependency on email notifications.

UX Developer, Indiana University

Aug 2019 - May 2021

Designed and developed a **Budget Analysis and Forecasting** tool that helps the stakeholders monitor, visualize, and forecast the school's income and expenditure to a granular level using graduate and undergraduate students' enrollment in courses.

UX Engineer, Accenture

Oct 2017 - Jun 2019

Collaborated with product to **design** and **develop** the **e-commerce** website of **Solar Turbines**. Used **A/B testings**, **Hotjar**, and **Google Analytics** to make **data-driven decisions** that decreased **Cart Abandonment Rate** by **17.2%**, and the increased the **total number of orders** by **28.7%** within six months.

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No employment sponsorship needed

United States

WHO AM I?



I am a developer turned product designer who enjoys making complex tasks simple and intuitive.



EDUCATION

MS, Human-Computer Interaction

Indiana University, Indianapolis

BE, Information Technology

Osmania University, India

UX ACCOMPLISHMENTS

Accessibility Advocate Certified

Finished training and assessment of WCAG 2.x guidelines.