

TANVI REDDY KAMANURI

San Jose, CA | tkamanur@ucsc.edu | linkedin.com/in/ktanviredddy | tanviredddy.com

SUMMARY

Product Designer and Developer with a UX/HCI background and a CS & AI/ML foundation. Moves end to end from user research through prototyping to production build, across enterprise AI tooling, D2C product, and accessibility-focused design. MS candidate in Human-Computer Interaction at UC Santa Cruz, Silicon Valley.

EDUCATION

University of California Santa Cruz, Silicon Valley

Master of Science, Human-Computer Interaction

Santa Clara, CA

Sept 2025 - Dec 2026

VNR Vignana Jyothi Institute of Engineering & Technology

Bachelor of Technology, Computer Science (Artificial Intelligence & Machine Learning), GPA 3.05/4

Hyderabad, India

Aug 2021 - May 2025

EXPERIENCE

Cohesity | UX Designer

Jun 15, 2026 - Present

- Ran 8 semi-structured interviews across 6 sales roles (Inside Sales, Renewals, SDR, Sales Engineer, Solutions Architect, Public-Sector AE) and multiple global regions to understand why AI tools weren't sticking; traced the problem to tool fragmentation across 15+ disconnected tools and undocumented workarounds sellers had built themselves. Synthesized the findings into a prioritized opportunity roadmap that two other product teams adopted into their own work without being asked.
- Diagnosed why an internal AI prompt library sat unused: a flat, unlabeled list of prompts buried behind a blank text box. Designed its replacement end to end, a guided interface of 15 task-based workflows and 50 ready-to-edit prompts, built in Figma and validated live with all 8 research participants, including self-identified AI skeptics.
- Chose to build on Model Context Protocol after direct API integrations per surface were ruled out by a third-party platform owner, so one interface could serve the company's Claude, Microsoft Copilot, and Slack assistants at once instead of three separate builds; took the design from Figma into a production HTML/JS build myself and shipped it live across all three surfaces as the company's first MCP App.
- Became the first tool of its kind adopted company-wide across a ~1,000-person global sales org; the redesigned prompt-card pattern was separately picked up by the Sales Edge team after they saw a presentation comparing it to the old broken cards.
- Led stakeholder discovery for a second initiative, an autonomous AI reporting agent, and surfaced a real disagreement: some stakeholders found human review redundant, others required it, and every program ran on a different reporting cadence. Personally designed and built the decision logic myself (no separate engineer involved): confidence-scored escalation gates that route only uncertain data to a human reviewer, plus a configurable per-program messaging cadence, held to zero incorrect sends across a staged rollout.

UCSC Silicon Valley Extension | AI Fluency & Marketing Assistant

Jan 2026 - Jun 2026

- Built frameworks that translated prompt engineering and LLM mechanics into plain language for non-technical staff, as part of the university's AI Fluency initiative to raise AI literacy campus-wide.
- Partnered across teams to fold the resulting AI-driven workflows into day-to-day operations, focused on research synthesis and content delivery.

Recens | Co-founder & Creative Director, UI/UX Designer

Dec 2024 - Jul 2025

- Co-founded a data-driven D2C apparel brand and ran 40+ customer discovery interviews that surfaced fit uncertainty, not price or style, as the leading driver of returns, reframing the product problem the brand actually needed to solve.
- Tested three competing sizing solutions as hypotheses against the existing static chart's return-rate baseline before building anything; killed a multi-step sizing quiz after direct user pushback in testing, then iterated a Digital Sizing Calculator down to a simpler dual height-tier chart.
- Designed and shipped the final sizing tool, engineering the front end with AI-assisted development on top of a Wix-based CRM; validated it in a counterbalanced usability study against the original chart, moving fit-certainty from 4.2 to 8.9 out of 10.
- Cut returns 28% and lifted task completion 35% with the redesigned sizing model; built a brand ambassador program around 100% non-polyester, sustainable materials that drove a 45% increase in user interaction and measurable sales conversions.

Envox Media | UI/UX Design & Web Development

May 2024 - Aug 2024

- Rebuilt a client website's navigation and visual hierarchy in Figma and Wix Studio, consolidating a cluttered 8-item nav into 5 core pillars based on actual usage data rather than a visual refresh alone, lifting user engagement 40%.
- Designed the information architecture for RentMyHome.co.uk to resolve conflicting multi-user navigation needs between tenants and landlords on the same site.
- Closed a trust gap for skeptical visitors by placing client testimonials directly over the work they referenced, removing the need for a separate proof page; curated the company's social content, driving a 50%+ increase in view count and interaction.

Ovkay Logistics | NLP & Chatbot Developer

Jun 2023 - Jul 2023

- Built a customer-support chatbot in Dialogflow with fine-tuned conversational flows, synthesizing user interviews and website analytics into precise, field-safe agent logic that turned ambiguous FAQs into structured intents, an 80% improvement in accurate query handling over the prior rule-based system.
- Scaled the model to support 10,000+ interactions per minute, improving user query comprehension and response time by 25%.

PROJECTS

Activision Playtest Triage Dashboard | HCI Capstone, Product Designer

2026

- Led 5 semi-structured interviews (including 2 pilots with adjacent-domain experts) for an AI-powered playtest analytics dashboard, building a 34-code, 10-theme codebook and a 3-competitor landscape scan before any interface was designed; translated the synthesis into 4 evidence-based personas and 3 paper prototypes, with every design decision traceable to a participant quote.
- Designed a conversational AI override mechanism and a persistent smart-search navigation system for the researcher-facing dashboard, both interactions identified as unmet needs through research and confirmed absent from all 12 competitor tools analyzed.

Canvas LMS AI Helper Bot & Redesign | Miro, Figma, AI Integration

2026

- Spearheaded design of an AI-powered Helper Bot and Google Calendar integration for Canvas LMS aimed at reducing cognitive load for 18,000+ undergraduates; synthesized survey data into Miro affinity maps to identify core navigation pain points, driving a dashboard redesign built around accessibility.
- Sized a two-arm A/B test to prove the assistant actually changes student behavior over time rather than just sentiment: a formal power analysis ($\alpha=0.05$, power=0.80) landed on ~1,350 students per group, anchored to one hard behavioral metric, on-time assignment completion, instead of self-report.

Dissolved Oxygen Prediction (Hybrid Deep Learning)

May 2025

- Built a hybrid LSTM/GRU deep learning model to predict dissolved oxygen levels for aquaculture water quality monitoring, reaching up to 95% prediction precision.
- Integrated particle swarm optimization into the training pipeline to double model performance, ensuring the model stayed reliable enough for real water-quality monitoring decisions.

YouTube ASL Translations | Figma, Design for Access

2025

- Designed a high-fidelity prototype letting Deaf users dynamically select between sign languages (ASL, BSL, ISPL) and resize a picture-in-picture interpretation overlay, iterating placement against the existing Subtitles/CC menu so the feature extended familiar patterns instead of competing with them.

TikTok Teen Content & Behavior Research Proposal | HCI Research Methods

2025

- Designed a 12-month diary-style longitudinal study (baseline interview, 9 months of monthly diary check-ins, follow-up interview) to close a real gap in existing research, where nearly everything on teens and platform content was a one-time snapshot rather than a picture of behavior change over time.

Petals and Promises | Figma, Canva, Adobe Illustrator, Adobe After Effects

Nov 2024

- Structured and single-handedly designed and developed a prototype for an online customized flower-buying platform, addressing a sizing/selection issue faced by 70% of users identified through direct user research; helped users understand the meaning behind 15+ flowers and arrangement styles as part of the buying flow.

Knee Osteoarthritis Severity Classification (Deep Learning)

Oct 2024

- Fine-tuned VGG16, ResNet, and DenseNet architectures on X-ray imagery for automated osteoarthritis severity classification, surpassing prior published benchmarks with a maximum accuracy of 98.4%.
- Applied targeted data augmentation to improve model generalization, increasing early-detection accuracy by over 20%, aimed at catching osteoarthritis earlier, when intervention is more effective.

SWAVYA | JavaScript, React JS, MongoDB, Chatbots

Feb 2024

- Designed and built a full-stack fitness web app integrating 12+ exercise routines and 9+ diet plans with a chatbot that generated personalized recommendations, for an ACM hackathon; owned interaction design and user-flow construction, earning positive reviews from 66% of judges.

Teaching the Next Billion Minds | Python, Web Dev, Data Analysis, ML

Jan 2024

- Built an assignment-allocator platform that personalizes educational tasks to individual student proficiency levels, using adaptive learning methodologies and data processing to generate precise, relevant task recommendations, aimed at increasing engagement in large, unevenly-resourced classrooms.

LEADERSHIP & ACTIVITIES

Candleves | Co-founder & Student Coordinator

2023 - 2025

- Co-founded VNRVJIET's management club from the ground up, handling 15+ technical and cultural events end to end, from on-ground volunteer coordination to backstage operations.
- Launched the first edition of Auto Expo as part of Convergence, VNRVJIET's largest annual technical fest, personally contributing to over 70% of ticket sales.
- Coordinated TEDx VNRVJIET: sourced and secured 12+ world-class speakers, including Mrs. Universe 2023, and sold out the entire event in under 72 hours.

SKILLS

Research: User Research, Semi-Structured Interviews, Usability Testing, A/B Testing, Survey Design, Power Analysis & Sample Sizing, Persona & Journey Mapping, Thematic Coding, Competitive Analysis

Design: UI/UX Design, Interaction Design, Information Architecture, Wireframing, High-Fidelity Prototyping, Design Systems, WCAG Accessibility

Engineering: HTML/CSS/JavaScript (ES6+), React.js, Python, SQL, Git/GitHub, REST APIs, MCP Apps

AI/Automation: Prompt Engineering, AI Agents & Workflows, AI-Assisted Development, NLP/Chatbot Design

Tools: Figma, FigJam, Miro, Maze, Dovetail, Notion, Adobe Creative Suite