

PHANEENDRA SIVANGULA
PRODUCT DESIGNER & RESEARCHER

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Research-driven designer with 5+ years shaping complex products through user research, business strategy, and designing with code. Uses rapid prototyping and technical fluency to move ideas beyond mockups into functional experiences that can be tested, refined, and shipped.

EDUCATION

Stanford University (Online) — UX and Design for AI	Dec '25–Mar '26
Rutgers University, New Brunswick, NJ — M.B.S. Product Design	Jan '23–Dec '24
Jawaharlal Nehru Technological University — Bachelor's in Mechanical & Computer Science	May '15–May '19

EXPERIENCE

Apple | User Studies Research, Data & ML Operations Sep '25–Present

- **300+ user research study sessions** run through surveys and interviews to inform design decisions on usability and comfort for Apple Vision Pro and AirPods products.
- **6+ IRB-approved study protocols** designed to capture specialized training data for spatial and visual intelligence algorithms.
- **21% faster data collection (14 → 11 hours)** across teams by implementing process adjustments to field-capture workflows, coordinated across six teams and repeated trials.

KOS AI | Founding Product Designer Jun '25–Sep '25

- ~**60% perceived reduction** in glucose spikes by designing and evaluating a gamified glucose-tracking companion app, uncovering mood–glucose correlations through A/B testing and diary studies that informed behavioral design changes.
- **Validated 3 wearable concepts** by co-leading research **20+ participant** studies of a wrist-worn device, iterating on ergonomics and comfort for everyday, long-term use.
- **\$2M in pre-seed funding** secured by co-presenting the product to investors alongside the core team.

Rutgers HCI Lab for Health & Sustainability | Graduate Researcher May '23–May '25

- **Published in JMIR** by conducting 20 interviews on senior citizens' driving practices, surfacing cognitive dissonance patterns that shaped actionable safety recommendations.
- ~**150K NJ residents reached** by designing and iterating community air-quality apps across mobile, web, and kiosk for an NSF-funded initiative, driving measurable behavioral change.
- **Mixed-methods research** translated into strategy across 4 user groups, using surveys, interviews, focus groups, photo-voice, and diary studies to guide product decisions.

Fountane Inc. | Product Designer Jul '23–Aug '24

- **80% boost in retention** by shipping a product refresh grounded in 25+ contextual inquiries and competitive research, earning recognition among Booking.com's top 3 PMS platforms.
- **2× client base growth and 30% adoption** increase by strategizing the full product roadmap and advocating directly to hoteliers at industry conferences.

- **50% SUS score improvement** by iteratively designing and testing complex trading workflows and financial visualizations using moderated research techniques.
- **40 percent faster execution in IOI bulk trading workflows** used by 15K plus asset managers and traders, leading product design from concept through MVP.
- **Stakeholder alignment driven** by workshops and feedback sessions across product vision.

GlaxoSmithKline Pharmaceuticals | Product Designer

Aug '21–Jul '22

- **30-day faster Rx/Vx product life cycle** by executing and evaluating 15+ interviews with country heads worldwide to optimize resource-management processes.
- **50,000+ researchers** supported by redesigning and streamlining complex clinical workflows in Study Maestro, a global study-management system.
- Partnered with engineering and research teams to translate complex clinical requirements into scalable workflows while meeting regulatory and quality standards.

NationsBenefits | UX Designer

Feb '19–Aug '21

- **160% revenue increase** by redesigning NationsOTC, a 2-million-user e-commerce portal, to improve ease and efficiency.
- **15-minute accessibility** flow designed for a mobile hearing-test and ordering experience, simplifying insurance-backed hearing-aid access.

PUBLICATIONS & IMPACT

<u>JMIR</u>	Qualitative Interview Study Investigating Older Adults' Driving Practices.
<u>ACM</u>	A Photo Elicitation Study on Older Adults' Perceptions of Air Quality to Inform Tech Design.
<u>ACM CHIIR</u>	Technology Use in Community Work: Operational Realities and Implications for Smart Cities.

SKILLS

Design & Product	Product Strategy, Interaction Design, Information Architecture, Design Systems, Prototyping, Responsive Design, Accessibility, Mobile Design, Design Workshops
Research & Experimentation	User Interviews, Contextual Inquiry, Diary Studies, Field Research, Usability Testing, A/B Testing, Controlled Experiments, Thematic Analysis, Heuristic Evaluation
Technical & Tools	Figma, AI-Assisted Prototyping, HTML and CSS, SQL, Python, Jira, Qualtrics, UserTesting, Maze, NVivo, SPSS