

Pavanipriya Sajja

UX Researcher & Designer

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PROFILE

UX Researcher and Product Designer with 5 years of experience leading end-to-end product design from 0 to 1 strategy to execution. Specialized in simplifying complex cloud-native workflows, developer platforms, and operational tools through research-driven UX design. Experienced in qualitative and quantitative research, workflow analysis, persona creation, usability testing, design systems, High fidelity mockups and cross-functional collaboration. Currently focused on Kubernetes multi-cluster developer experience and cloud-native systems.

PROFESSIONAL EXPERIENCE

UX Researcher and Designer

August 2021 – August 2024

Super Purposes

- Led the design and development of an end-to-end digital ecosystem including the website, marketing campaigns, and internal course application.
- Improved design system by establishing accessibility guidelines, typography, iconography, color palettes, and reusable UI components.
- Conducted qualitative research with 10 job seekers and quantitative research with 400 course participants to understand user needs.
- Created research-backed career seeker personas to guide product strategy and course design decisions.
- Performed competitor and market research across 10 online learning companies and 5 pricing models.
- Designed high-fidelity mockups and interactive prototypes for onboarding, course enrollment, and payment workflows.
- Led a cross-functional team of 7 UX designers and developers to design, build, and launch the platform.

OPEN SOURCE & COMMUNITY EXPERIENCE

UX Researcher and Designer

January 2025 – Present

Kubernetes SIG Multi-Cluster (CNCF)

- Presented research findings at **KubeCon + CloudNativeCon North America 2025 and KubeCon + CloudNativeCon Europe 2026**. (Github repo: <https://tinyurl.com/3vsbcmzbz>)
- Conducted qualitative and quantitative research to identify 170 engineer-facing challenges in multi-cluster operations.
- Performed thematic analysis and open coding to identify key themes, operational pain points, and workflow gaps.
- Identified primary multi-cluster use cases, four major operational challenges, five key recommendations, and actionable developer experience improvements.
- Created a research-backed hybrid engineer persona based on raw research findings to support onboarding and adoption strategies.
- Designed an end-to-end workflow journey map highlighting user goals, actions, frustrations, and operational challenges across multi-cluster environments.
- Replaced assumption-based product decisions with evidence-driven research insights.

UX Researcher and Designer

January 2025 – Present

DemocracyLab

- Delivered UX research and product design for multiple civic technology and nonprofit initiatives, including **Code for America's RuralNet** and **OrcaSound**.
- Conducted qualitative and quantitative research, usability testing, and stakeholder interviews to identify user needs and usability challenges.
- Led research with 120+ participants to understand rural broadband accessibility and inform the design of an internet speed testing platform.
- Designed end-to-end user experiences, including user personas, user flows, wireframes, prototypes, and design systems.

- Improved navigation, workflow organization, and feature discoverability through iterative usability testing and research-driven design.
- Increased task completion rates by 15% by simplifying reporting workflows and enhancing the overall user experience.
- Collaborated with multidisciplinary volunteer teams to deliver accessible, user-centered solutions for community-focused organizations.

CAREER HIGHLIGHTS

- KubeCon + CloudNativeCon North America Speaker (2025) : (Presenter) Conference Talk Video: https://youtu.be/u_WfTU3pL1o
- Lead UX Researcher for Kubernetes SIG Multi-Cluster
- Collaborated with CNCF maintainers to improve developer experience through evidence-based research

EDUCATION

UX Design certification (2-Year Professional Program)

August 2019 - November 2021

Bellevue College

Applied design principles to development of web content, improve site usability, and create design documents using detailed procedures and guidelines. Topics include user experience research, UX information architecture, interaction design, usability studies, developing web content, graphic design basics, web accessibility, and design tools.

Bachelor of Technology (B.Tech) -ECE

August 2011 - June 2015

Jawaharlal Nehru Technological University

Gained a strong engineering foundation in system design, software development, networking, and analytical problem-solving that supports user-centered technology design

SKILLS

UX Research:

Qualitative and Quantitative Research, Thematic Analysis, Open Coding, Survey Design, Data Analysis, Workflow and Journey Mapping, Persona Creation, Usability Testing, User Interviews, Insight Synthesis

UX and Product Design:

High-Fidelity Mockups, Interactive Prototyping, End-to-End User Flows, Design Systems, Accessibility and Usability, Research-Driven Design, AI-Assisted Design Workflows, 0 to 1 Product Development

Cloud-Native and Developer Experience:

Kubernetes, Cloud-Native Systems, CNCF Ecosystem, Developer Experience (DevEx) and Platform UX, AI/ML architecture

Leadership:

Cross-Functional Collaboration, Team Leadership and Mentorship, Stakeholder Communication, Product Roadmap Planning, Agile Collaboration, Feature Prioritization, Technical Interviewing

Tools:

Figma, Miro, GitHub, Visual Studio Code, Google Workspace, ChatGPT, Claude AI

ARTICLES AND CONTENT CREATION

Technical Writer — (Link: https://dev.to/priya_sajja_c336921bbda87) | Publish research-driven articles on Developer Experience (DevEx), UX research, Kubernetes, and cloud-native usability.

Educational YouTube Channel: Produce educational UX design videos from concept to publication.

ADDITIONAL INFORMATION

Portfolio Website — AI-Assisted Design & Development: Designed and developed a personal portfolio using Figma AI for UI design, Claude AI for front-end development, ChatGPT for content refinement, and GitHub Pages for deployment.