

SUNALI RAVELLA

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EXPERIENCE

UI & UX Designer (Full Time)
[BBSI](#) (Barrett Business Services)

September 2024 - Present
Vancouver, WA, USA

BBSI's mission is to help businesses manage workforce and HR operations seamlessly. I am part of a nimble team that is creating a scalable design system for the future of [BBSI.com](#) and customer portals. We are championing a cohesive, elegant digital ecosystem while exploring AI and LLM powered experiences that simplify complex workflows, support more intuitive interactions, delight users, and amplify BBSI's brand at a global scale.

UX & CX Designer (Intern)
[Zion & Zion](#) (Advertising Agency)

July 2023 - December 2023
Phoenix, AZ, USA

As part of the CX team at an advertising agency, I researched the e-commerce experiences of [Zara](#), [Costco](#), and [Best Buy's](#). I also helped design exploratory studies, synthesize user insights, and develop a published white paper with redesign recommendations.

User Experience Designer (Full Time)
[OSI Digital](#)

July 2021 - July 2022
Hyderabad, India

I led the end-to-end design of two digital products - [Go Robinson](#), a last-mile logistics app, and [World Oil](#), a warehouse tracking app for drivers. I was responsible for creative direction, user research, and high-fidelity prototypes, and worked closely with product and engineering teams to bring these experiences to life.

RESEARCH WORK

Play For All
[Microsoft](#)

January 2022 – June 2022
Bangalore, India

My passion for accessible design was realized in the design of an inclusive board game that helps blind and non-verbal children and adults engage with Braille through play. I led the research, prototyping, and testing of the experience, which was later selected as one of Microsoft's Top 10 inclusive game designs and presented to their accessibility teams for feedback.

VOLUNTEER WORK

JayScan
Remote, USA

October 2025 – Present

I am part of a team building an AI based dashboard for Chief Information Security Officers. I help design foundational page structures and scalable product patterns that allow new features to be integrated more seamlessly over time.

Owing
Remote, USA

February 2024 – June 2024

I was part of the UX team building a product that helps adults connect with new friends through shared activities. I helped shape flows that made discovery and coordination feel more natural and approachable.

SKILLS

Tools: Figma, Excel, Jira, Notion, Adobe Creative Suite, UserTesting.com

Skills: Mixed-Methods Research, Usability Testing, Research Synthesis, Qualitative & Quantitative Analysis, Experimental Design, Interaction Design, High-Fidelity Prototyping, Inclusive Design, Design Systems, Cross-Functional Collaboration

EDUCATION

Master of Science in **Human-Computer Interaction** | Arizona State University
August 2022- December 2023

Bachelor of Design in **Human Centered Design** | Srishti Manipal University
June 2018 - May 2022