

PAINENI KRISHNA PREETHI

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EDUCATION

National University of Singapore, *Singapore*

Aug' 26 - Present

Master of Science in Management of Technology and Innovation

University of Petroleum and Energy Studies, *India*

Jul' 19 - May' 23

Bachelor of Design in Industrial and Product Design

WORK EXPERIENCE

Strategy Associate *Hybrid, CMC, India & UAE*

Mar' 25 - Mar' 26

- Led technology opportunity assessments in retail, manufacturing, and healthcare, benchmarking 15+ emerging solutions and selecting 3 high-ROI technologies for pilot rollout
- Represented the firm at GITEX Asia 2025 (Singapore), delivering live tech evaluations and securing 2 strategic MOUs with Singapore-based startups for partnerships

Design Consultant *Remote, CMC, India & UAE*

Jan' 25 - Mar' 25

- Defined the firm's brand ecosystem, developing a cohesive design language and high-impact communication assets that strengthened market perception and global brand consistency
- Redesigned the end-to-end website experience, integrating responsive layouts, UX architecture, and interaction design to improve usability and strengthen brand storytelling across markets

User Experience Designer *Hybrid, Accenture, India*

Aug' 23 - Dec' 24

- Sanofi iCare CRM (Salesforce Platform) - Delivered 100+ high-fidelity interfaces and re-architected the system's information architecture and navigation, improving task efficiency, reducing user errors, and cutting workflow time across 5 global regions
- CFO GenAI Innovations - Led UX for a scalable AI-driven analytics platform, automating data visualisation and financial reporting for 10+ CFO functions. Collaborated with SMEs, data engineers, and leadership to align design outcomes with business goals, scalability, and system integration

HONORS & LEADERSHIP

- Recipient, CDE Global Fellowship — Awarded 40% tuition rebate by NUS's College of Design and Engineering for academic merit
- Recipient, 100% Academic Excellence Scholarship — Awarded full tuition waiver as one of the top two students at School of Design, University of Petroleum and Energy Studies
- Student Representative, Industrial & Product Design Program — Led the national design symposium and organized company visits and guest lectures for the program

PATENTS & REGISTRATIONS

- Design No. 368161-001 – Ergonomic oral hygiene tool; (India Design Registry)
- Design No. 364472-001 – Fuel Dispensing Unit: Modular retail fuel pump design; (India Design Registry)

SKILLS

Technical

Figma · Adobe CC · Axure RP · Fusion 360 · Rhino · KeyShot · Autodesk Sketchbook · Miro · Microsoft Suite

Core

Market Research · Systems Thinking · Product Strategy · Stakeholder Management · Process Optimization · Cross-functional Collaboration · User Research