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ADITHYA AHOBILA VAJJALA

SUMMARY

Experienced Senior UX Designer with over a decade of crafting exceptional digital experiences. A visionary leader who merges strategic thinking with a deep understanding of user needs. Proven expertise in driving end-to-end design processes, collaborating seamlessly with multidisciplinary teams, and delivering solutions that resonate both aesthetically and functionally. Proficient in user research, interaction design, and usability testing, with a passion for enhancing user satisfaction and business outcomes through innovative design strategies.

EXPERIENCE

Cigna, Remote — *Senior UX/UI Developer*

February 2023 - Present

- Responsible for the design of the EMOS platform design system, ensuring that multiple products are consistent and easy to use.
- Analyzed user requirements and conducted user research in order to inform design decisions and validate UX solutions.
- Communicated design concepts and interactions through wireframes, prototypes, and high-fidelity designs.
- Ensured a seamless user experience by collaborating closely with cross-functional teams, including product managers, engineers, and other designers.
- Utilized usability testing and feedback to enhance user satisfaction during iterative design processes.
- Develop and implement a comprehensive visual design strategy aligned with the company's brand and goals.
- Oversee the application and adherence to brand guidelines in all visual design elements.
- Stay updated with the latest design tools and software.

Walmart, Remote — *Senior manager*

August 2021 - January 2023

- Provided guidance, mentorship, and support to a team of UX designers and researchers, fostering a culture of design excellence and professional development.

- Played a key role in crafting a LD3 design system, setting forth standards, guidelines, and components to ensure a uniform and streamlined approach to product design.
- Conduct design reviews to ensure the quality and alignment of visual assets with project objectives.
- Collaborated with cross-functional teams to gather requirements, align priorities, and ensure seamless communication.
- Conducted user research and usability testing to gain insights into user behaviors, needs, and pain points, informing UX decisions and validating design solutions.
- Oversaw the creation of wireframes, prototypes, and high-fidelity designs for seamless user experience communication.
- Managed multiple projects, balancing priorities, resources, and timelines to deliver high-quality UX solutions.

Cognizant Technology Solutions, Bentonville — *Manager - Projects*

February 2010 - August 2021

- Provide leadership and guidance to the UX design team, ensuring cohesive collaboration and effective communication.
- Contribute to the development of UX strategies aligned with overall business goals and user needs.
- Conduct user research, analyze data, and derive insights to inform design decisions and improvements.
- Actively participated in product ideation sessions, contributing to conceptual development for responsive web and mobile solutions.
- Utilized rapid prototyping techniques and tools for quick visualization and communication of design concepts, enabling rapid iteration and feedback.
- Create high-fidelity prototypes to visualize and test design concepts, interactions, and user flows.
- Plan and conduct user testing sessions, gather feedback, and iterate designs based on user insights.
- Collaborate with cross-functional teams, including product managers, developers, and other stakeholders, to ensure a unified approach to product development.
- Advocate for and implement design practices that prioritize accessibility and inclusivity.
- Provide mentorship and guidance to junior designers, fostering their professional growth and development.

Alliance Global Services, Hyderabad — *Senior UI Consultant*

January 2006 - December 2009

- Collaboratively gather and evaluate user requirements with product managers and engineers.

- Collaborated closely with team members to deliver project requirements, develop solutions, and meet deadlines.
- Illustrated design ideas through storyboards, process flows, and sitemaps.
- Designed graphic user interface elements, including menus, tabs, and widgets.
- Develop UI mockups and prototypes that vividly depict site functionality and appearance.

SKILLS

- Design systems development
- User research
- Usability testing
- Information Architecture
- Wireframing
- Interaction Design
- Prototyping
- Visual Design
- Project Management

TOOLS

- Figma
- Sketch
- Adobe Suite
- InVision
- Miro
- Zeplin
- Jira

EDUCATION

Bachelors of Commerce — *Madurai kamaraj University*
April 2004, India

CERTIFICATIONS

Design Systems — *Memorisely*
July 2023, USA

Certified Usability Analyst — *Human factors India*
May 2009, India

Advance Diploma In Multimedia — *Arena*
June 2002, India