

Solleti Aishwarya

UI/UX Designer

CONTACTS

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CERTIFICATIONS

- [Build Wireframes and Low-Fidelity Prototypes](#)
- [UX Design Process](#)
- [Foundations of User Experience \(UX\) Design](#)
- [Build Dynamic User Interfaces \(UI\)](#)
- [Create High-Fidelity Designs and Prototypes in Figma](#)

ACHIEVEMENTS

- Delivered multiple **UI/UX projects end-to-end**, meeting deadlines with high quality.
- Reduced iteration cycles by **20%** through strong cross-functional collaboration and structured handoffs.
- Ensured **pixel-perfect implementation** by working closely with developers during sprints.
- Aligned designs with **product goals and business outcomes** through stakeholder management.
- Maintained **brand consistency**

PROFILE

UI/UX Designer & Product Experience Specialist with 3+ years of experience delivering **user-centric digital products** across **EdTech, SaaS, and FinTech**. Skilled in applying **Generative AI** and **automation** to improve **design exploration, UX writing, accessibility evaluation, research synthesis, and design documentation**, enabling faster execution with higher consistency.

Built **AI-driven design support systems** including **automated UX content, accessibility checks, design audits, component insights, and research summarization** to reduce repetitive design cycles and improve usability standards. Highly collaborative with **product, engineering, branding, and marketing**, ensuring **brand alignment** and **pixel-perfect implementation**.

WORK EXPERIENCE

UI/UX Designer | STANZA SOFT INDIA PRIVATE LIMITED
JULY 2025 - PRESENT **Hyderabad**

- Designed a **60+ screen EdTech platform** with **AI-assisted learning, gamified study tools, and content + evaluation workflows** for a cohesive **mobile-first UX**.
- Built a **5-step onboarding flow** using **progressive disclosure** and **persona-based segmentation**, reducing friction by **40%** and improving activation by **35%**.
- Created an intuitive **dashboard + information architecture** (countdowns, streaks, quick navigation), reducing **time-to-task** by **50%** and improving daily productivity.
- Led **user research + usability testing (12+ sessions)** and **psychometric surveys**, improving **user satisfaction** by **25%** through iterative design.
- Developed a scalable **Design System (components, typography, tokens)** ensuring consistency and increasing content discoverability by **30%**.
- Designed engaging interaction patterns (**vertical reels, timed sessions, micro-interactions**) increasing engagement time by **45%**.
- Applied **WCAG accessibility standards**, improving usability and reducing support queries by **20%**.
- Enabled **pixel-perfect Design → Dev using Figma MCP + Claude Code**, accelerating iterations and reducing repetitive handoff cycles.

UI/UX Designer | Costco
AUG 2023 - APRIL 2024

REMOTE

- Redesigned retail app flows to improve navigation and reduce checkout drop-offs by **20%**.
- Conducted usability testing and analyzed user feedback, refining design elements to optimize the overall user experience.
- Implemented responsive design principles across various platforms, increasing accessibility and engagement for diverse user demographics.

across product UI, website, and marketing creatives.

SKILLS

Core Competencies

- **UI/UX & Product Thinking**
- **Visual & Brand Design**
- **Design Systems & Component Libraries**
- **User Research & Testing**
- **Handoff & Collaboration**
- **Design → Dev (Figma MCP)**
- **Responsive + Motion UI**

Tools

Design & Prototyping

- Figma, Adobe XD, Sketch, ProtoPie, Lottie
- FigJam, Whimsical, Miro, Illustrator

Research & Analytics

- User Research
- Usability Testing
- Heatmaps (Hotjar, Smartlook)
- UX Analytics & Heuristics

EDUCATION

2019—2023

B.Tech (Mechanical)
MGIT, Hyderabad

2017—2019

Intermediate (MPC)
Sri Chaitanya, Hyderabad.

- Utilized design software such as Sketch and Adobe XD to create high-fidelity mockups, improving communication with stakeholders.
- Mentored junior designers in UI/UX best practices, fostering a collaborative environment that encouraged professional growth and innovation.

Junior UI/UX Designer | MasterCard

JUNE 2022 - SEP 2023

REMOTE

- Designed **real-time fintech dashboards**, increasing feature adoption by **25%** and improving enterprise decision-making.
- Led **end-to-end user research** (interviews, surveys, prototype testing) to identify usability gaps and drive solutions.
- Collaborated with **PMs, analytics, and developers** to translate business needs into intuitive, data-driven UI.
- Led **end-to-end user research** (interviews, surveys, prototype testing) to identify usability gaps and drive solutions.
- Delivered **responsive wireframes + high-fidelity prototypes** aligned with **Mastercard design principles**.
- Led usability testing cycles and synthesized findings, resulting in **higher task completion rates and improved customer satisfaction metrics**.
- Conducted **usability testing** and documented UX guidelines, improving task completion and stakeholder alignment.

UX Designer | MasterCard

2021 - 2022

REMOTE

- Designed **user-centric mobile banking experiences**, improving **accessibility**, reducing **task time**, and increasing **usability scores**.
- Built reusable **UI components + design system**, reducing design/dev cycles by **18%** and ensuring consistency across products.
- Conducted **user research** (interviews, surveys, heuristic reviews, usability testing) to drive data-informed design decisions.
- Collaborated with **product + engineering** to streamline handoffs and ensure **pixel-perfect implementation** across devices.
- Created **motion interactions + micro-animations** (After Effects) to enhance engagement and UX clarity.
- Implemented **WCAG accessibility standards**, improving contrast and keyboard navigation support.
- Aligned design with **KPIs and product strategy** through stakeholder collaboration.