

# Solleti Aishwarya

UI/UX Designer

## CONTACTS

- saishwarya.1008@gmail.com
- +91 8341107824
- <https://www.linkedin.com/in/solleti-aishwarya-3134b91b7/>

## 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

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### 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

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#### 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

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### 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.