

# Gudiwada Naga Siddhartha

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## Objective

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Aspiring UI/UX Designer with a foundation in Electronics and Communication, passionate about blending technology and design to create intuitive, human-centered digital experiences. Eager to apply creative problem-solving, technical insight, and user empathy to craft interfaces that not only look great but work flawlessly in real-world applications.

## Education

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### Bachelor of Engineering in Electronics and Communication Engineering

2022 – 2026

Kalasalingam Academy of Research and Education, Tamil Nadu

CGPA: 7.08%

## Technical Skills

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**Programming Languages:** Java, C, Embedded C.

**UI/UX Designing:** Figma, Framer, Miro, uizard.io

**Databases:** Sql

**Tools and IDEs:** Arduino IDE, Proteus, VS Code, MySQL, Power BI, Microchip Studio

## Projects

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### Smart Farmer Support App – Smart Agri Hub (Figma)

- Designed an intuitive and accessible mobile application to empower farmers with real-time agricultural insights and decision support.
- Developed high-fidelity prototypes in Figma using a natural color palette (green for growth, brown for soil, yellow for harvest) with clear visual hierarchy.
- Performed usability testing with sample users and iterated designs to improve accessibility, button size, and visual clarity.
- **Tools:** Figma, User Research, Wireframing, Prototyping, Usability Testing.

### BeFit – Fitness App UI/UX Design (Figma)

- Designed an engaging mobile fitness application interface that motivates users to track workouts, monitor progress, and build healthy habits.
- Designed interactive dashboards for real-time fitness tracking, including calories burned, step count, and workout history visualization.
- Focused on simplifying digital interaction for rural users by creating a clear, icon-based interface and using bilingual labels for accessibility.
- **Tools:** Figma, User Flow Mapping, Wireframing, Interactive Prototyping, Usability Testing

### Village Members Registration Complaint Portal – Figma Hackathon Project

- Designed an intuitive UI prototype for a digital portal that enables village residents to register household details and submit public complaints directly to the Panchayath authorities.

- Built interactive forms in Figma for registration, complaint submission, and status tracking, ensuring easy navigation even for first-time users.
- Presented the project at the Figma Hackathon, demonstrating a scalable solution for digital governance in rural areas.
- **Technologies Used:** Figma, Figma make, Interactive Prototyping.

#### **Smartwatch Bus Booking Interface (UI/UX Design)**

- Designed a user-friendly smartwatch booking interface in Figma, prioritizing thumb-friendly navigation and glanceable information.
- Created wireframes, prototypes, and a complete design system including login/auth screens.
- **Tools:** Figma (Auto Layout, Components, Smart Animate), Material Design for Wear OS.

### **Certifications**

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- Soft Skills Certification    2023 • UI/UX Design — Great Learning    *July 2024*

### **Others**

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Telugu (native), English(fluent), Hindi(understand and speaking)

Maintain a rigorous daily exercise routine (1+ hours), demonstrating commitment to physical fitness and mental resilience. playing online games.