

# RANGA SWAMY REDDY D

## Junior UX/UI Designer | UX Research & Interaction Design

📍 Telangana, India

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## PROFESSIONAL SUMMARY

Junior UX/UI Designer with a strong focus on **UX research, problem discovery, and end-to-end experience design**. Transitioned into UX/UI after working in customer-facing roles that involved direct user interaction, requirement gathering, and behavior analysis—building a deep understanding of user needs and motivations. Trained across the full UX lifecycle, including **research, synthesis, wireframing, prototyping, and usability testing**, while continuously strengthening UI execution skills through hands-on projects. Seeking an entry-level role in a **product-driven organization** that values user-centered thinking, collaboration, and long-term growth.

## CORE UX/UI SKILLS

### UX Research & Strategy

- Primary & Secondary User Research
- User & Stakeholder Interviews
- Surveys & Feedback Analysis
- Persona Creation & Empathy Mapping
- User Journey Mapping
- Qualitative & Basic Quantitative Insight Analysis
- Problem Framing & UX Strategy

### Interaction & Interface Design

- Information Architecture
- User Flows & Task Analysis
- Low-Fidelity Wireframes
- High-Fidelity UI Design
- Interactive Prototyping
- Usability Testing & Iterative Refinement
- Mobile App & Responsive Web Design

## TOOLS & TECHNOLOGIES

- **Figma** (Auto Layout, Components, Variants, Prototyping)
- UX Research & Usability Testing Tools (project-based usage)
- HTML & CSS (basic structural understanding)
- WordPress (front-end & back-end fundamentals)
- AR/VR Tools (basic academic exposure)

# PROFESSIONAL EXPERIENCE

## Freelance – Digital Marketing & Real Estate

### Self-Employed | Telangana, India

- Worked directly with clients and users to understand requirements, goals, and expectations.
- Collected and analyzed user feedback to identify behavioral patterns and decision-making factors.
- Translated user needs into clear problem statements and actionable insights.
- Strengthened communication, stakeholder coordination, and collaboration skills.
- Developed adaptability by working across multiple platforms and client scenarios.

# EDUCATION

## Bachelor's Degree

Professor G. Ram Reddy College of Distance Education

# CERTIFICATIONS & PROFESSIONAL LEARNING

- **Advanced UX/UI Design Program** – Simplilearn (in collaboration with IIIT Bangalore)  
*UX Research, Wireframing, Prototyping, Usability Testing, Design Thinking*
- **Certified Full Stack Digital Marketer** – Digiperform

# CAREER OBJECTIVE

To grow as a **UX/UI and Product Designer** in a product-focused organization where research-driven decision-making and thoughtful design are encouraged. Aiming to deepen expertise in UX research, interaction design, and usability testing through real-world challenges, collaboration, and continuous learning, while contributing meaningful, user-centered solutions aligned with business goals.