

# SUDHAKAR GOTTE

Sr. UI UX Designer & UI Developer



Innovative and results-driven Sr. UI/UX Designer & Developer with 8+ years of experience designing and delivering user-centric, responsive, and accessible digital products. Skilled in Figma, front-end development (Angular, Bootstrap, JavaScript), and design systems, with proven expertise in bridging the gap between design and engineering. Adept at driving design strategy, improving usability, and optimizing digital experiences that enhance engagement and business outcomes. Recognized for mentoring teams, collaborating cross-functionally, and creating scalable, high-performance design solutions.

## EXPERIENCE

### Sr. UI Developer

Family Health Plan Insurance TPA Limited (FHPL), Hyderabad (Sept 2022 – Present)

- Designed and developed responsive, accessible web applications in Angular & Bootstrap, improving cross-device compatibility and performance.
- Designed and developed responsive, accessible web applications using Angular, Bootstrap 5, and JavaScript, ensuring cross-device consistency across desktops, tablets, and mobiles.
- Led UI/UX revamps of internal tools such as FHPL, FHPLUS, Mcare, Online Tools, Spectra, and Webshare, improving usability, navigation flow, and overall user satisfaction.
- Transformed legacy UI into modern, component-driven interfaces by implementing reusable design patterns and a unified design system reducing design-to-development turnaround by 25%.
- Conducted user research, heuristic evaluations, and usability testing, identifying key pain points that resulted in an 18% improvement in user task success rates.
- Collaborated closely with product managers, developers, and QA teams in Agile sprints to align design solutions with business goals and technical feasibility.
- Developed and maintained Figma-based UI Kits & Design Systems, standardizing typography, color tokens, icons, and grid layouts for consistency across multiple digital products.
- Partnered with developers to optimize front-end performance, improving page load speed by 30% & enhancing accessibility compliance (WCAG 2.1).

### Web Designer

Quality Care India Limited (CARE Hospitals), Hyderabad (Jun 2020 – Sept 2022)

- Designed user-centric healthcare websites and patient portals, focusing on simplified navigation, clear information architecture, and visually engaging layouts.
- Translated Figma and Photoshop prototypes into pixel-perfect front-end code using HTML5, CSS3, JavaScript, and Bootstrap, ensuring responsive and cross-browser compatibility.
- Collaborated with medical teams and stakeholders to understand user behavior, enabling data-driven UI improvements for appointment booking, doctor search, and lab reports modules.
- Implemented structured data optimization and image compression to improve SEO rankings and reduce page load times by 30%.
- Developed marketing banners, social media creatives, and landing pages, maintaining consistent visual identity across CARE Hospitals' digital platforms.
- Integrated analytics tools (Google Analytics, Hotjar) to track user interactions and refine user journeys for better engagement.

### Web Designer

Edge Advertising Pvt. Ltd. (Kamineni Group), Hyderabad (Sept 2018 – Jun 2020)

- Led design and development for multiple Kamineni Group websites, including CARE Hospitals, Kamineni Hospitals, KAMSRC, Kamineni Fertility Center, and Credence Diagnostic Centre.
- Delivered custom UI designs tailored to each brand's identity, ensuring visual consistency and strong user experience across all digital assets.
- Developed conversion-optimized landing pages with clear CTAs, improving lead generation and form submission rates.
- Implemented Bootstrap and jQuery-based responsive layouts for seamless performance across all major browsers and devices.
- Coordinated directly with clients and internal teams to gather requirements, present wireframes, and iterate designs based on feedback.
- Collaborated with developers to ensure smooth CMS (WordPress/ASPX) integration, maintaining content flexibility and scalability.

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#### Address

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## Web Designer

Ody Digital Marketing Services, Hyderabad (May 2017 – Sept 2018)

- Designed and developed websites, microsites, and marketing creatives for diverse clients in education, healthcare, and retail sectors.
- Created visually appealing layouts and graphics aligned with brand tone, color schemes, and target audience.
- Ensured cross-browser and mobile-first compatibility, improving accessibility and usability on all major devices.
- Worked with the SEO and content team to create optimized web structures enhancing search visibility and user engagement.
- Supported campaign design for email templates, promotional banners, and landing pages, aligning with digital marketing strategies.

## KEY ACHIEVEMENTS

- Improved website conversion rates by applying CRO strategies to landing pages.
- Reduced design-to-development handoff issues by implementing design tokens and UI guidelines.
- Mentored junior designers, fostering a culture of collaboration and design excellence.
- Delivered high-profile projects in healthcare and insurance domains with measurable improvements in usability and performance.
- Led modernization of legacy web interfaces by redesigning outdated screens into clean, intuitive, and responsive UI layouts while working within existing technical and architectural constraints.
- Transformed complex legacy workflows into simplified, user-friendly experiences through incremental UX improvements rather than full rebuilds.
- Collaborated closely with engineering teams to ensure design feasibility and seamless integration with existing frameworks (ASP.NET, Angular, React, etc.).
- Created and maintained modular design systems and reusable UI component libraries to support modernization initiatives and ensure consistent visual language.
- Standardized spacing, typography, color systems, and component behaviors across applications to improve usability and scalability.
- Designed responsive and accessible UI layouts following WCAG guidelines with focus on contrast, hierarchy, keyboard navigation, and structured interaction patterns.
- Conducted UX validation and stakeholder review cycles, implementing real-time feedback into transitional UI flows.
- Partnered with business and product teams to align modernization work with functional goals and overall user experience improvements.

## SKILLS

- Figma
- Adobe Photoshop
- Illustrator
- CorelDRAW
- Angular
- HTML5
- CSS3
- SASS
- JavaScript
- jQuery
- Bootstrap
- MVC
- ASPX
- WordPress
- User Research
- Wireframing
- Prototyping
- Design Systems
- Accessibility (WCAG)
- Interaction Design
- Information Architecture
- Responsive Design
- Performance Tuning
- SEO Structure
- CRO (Conversion Rate Optimization)
- Creative Problem-Solving
- Cross-functional Collaboration
- Agile/Scrum
- Design Thinking
- Attention to Detail
- AWS
- AZURE

## AI-Assisted UI/UX Design

- Used AI-driven tools such as Figma AI, ChatGPT, and image-generation models for rapid prototyping, wireframing, and generating multiple UI concepts.
- Leveraged AI to create visual variations, refine layouts, and accelerate ideation cycles for modernization tasks.
- Utilized AI-assisted workflows to improve design speed, creativity, and iteration efficiency during legacy interface redesigns.

## KEY PROJECTS

- FHPL, FHPLUS, Mcare, Online Tools, Spectra and Webshare
- CARE Hospitals ([www.carehospitals.com](http://www.carehospitals.com)),
- Kamineni Hospitals ([www.kaminenihospitals.com](http://www.kaminenihospitals.com)), KAMSRC ([www.kamsrc.com](http://www.kamsrc.com)), Kamineni Fertility Center ([www.kaminenifertility.com](http://www.kaminenifertility.com)), Credence Diagnostic Centre ([www.credencediagnostics.com](http://www.credencediagnostics.com)) and Sree Vidya Peeth ([www.sreevidyapeeth.org](http://www.sreevidyapeeth.org))

## EDUCATION

Bachelor of Technology (B.Tech) in Information Technology - Lords Institute of Engineering and Technology (JNTUH), Hyderabad

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