

# PRAVEEN MALAVATH

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## Professional Summary

Creative UI/UX Designer with a strong focus on user-centered design, responsive interfaces, and seamless digital experiences. Skilled in Figma, prototyping, usability testing, and delivering high-impact designs across web and mobile platforms. Known for solving complex UX problems with clean, intuitive solutions that align with business goals.

## Education

B.Tech in MECHANICAL ENGINEERING

MLR Institute of Technology, Hyderabad

— 2020 - 2024

## Tools & Technologies

Figma, Adobe XD, Miro, Maze, Zeplin, Balsamiq, ProtoPie, Marvel, Framer, HotJar, Figjam, Adobe Photoshop, Illustrator, Survey Hearts, Canva, and Google Analytics.

## Skills

- ☆ Design Thinking Process, UX Research & Data Analysis, Design Systems, User Interviews, User Flows, Persona & Empathy Mapping Development, Information Architecture, Wireframing, Advanced Prototyping, Visual Design, Accessibility, Interaction Design, Usability Testing, Design Psychology & Strategy, Affinity Diagramming, Card Sorting, Responsive Design, Design Handoff.
- ☆ Effective Communication Skills and strong Collaborative Skills.
- ☆ HTML, CSS, Bootstrap, C language.

## Work Experience

### ◆ UI/UX Designer Lead

Appit Software Solutions Pvt Ltd., Hyderabad.

| May 2025 – Present

- Led and mentored designers while delivering user-focused UI/UX solutions across web and mobile platforms.
- Spearheaded UX for 5+ SaaS products, improving user satisfaction by 32% and reducing design-to-dev handoff time by 25%.
- Developed and maintained scalable design systems to ensure consistency across multi-platform applications.
- Collaborated with developers and global stakeholders to align design vision and implement feedback-driven improvements.

### ◆ Junior UI/UX Designer (Intern)

ENut Technologies Pvt Ltd., Hyderabad.

| Aug 2024 – March 2025

- Assisted in designing responsive web and mobile interfaces by creating wireframes, interactive prototypes, and user flows.
- Conducted user research, interviews, and usability testing to inform design decisions and improve product experience.
- Collaborated with cross-functional teams in agile sprints to deliver high-fidelity UI assets while conducting UX audits and heuristic evaluations to identify and resolve usability issues.

## Projects

**APPIT Website Redesign:** Redesigned the official website of APPIT Software Solutions, transforming it from a traditional static site into a modern, interactive experience with improved usability and brand appeal. ([View Project](#))

**Key Role:** Led the design process using Figma, implemented scroll-based interactivity, improved responsiveness, and introduced a modular structure to streamline content presentation and boost user engagement.

**AI Resume Builder Platform:** Designed an intelligent, ATS-optimized resume-building tool that allows users to generate customized resumes with real-time feedback and modular drag-and-drop components. ([View Project](#))

**Key Role:** Built the entire design system, integrated resume scoring logic, and optimized the user flow for higher form completion. Focused on accessibility, simplicity, and ATS compliance.

**TrackNexus Web Platform:** Designed a comprehensive productivity and monitoring solution for teams and individuals, integrating time-tracking, activity analysis, and AI-driven insights to enhance accountability and efficiency. ([View Project](#))

**Key Role:** Conducted user research and task analysis to inform UI flows; crafted responsive web interfaces in Figma; developed dashboard visualizations and permission-based components; integrated AI behavior insights (screenshots, productive scoring); and optimized navigation and data export features to support hybrid work environments.

**Workisy Web Platform & Admin Panel:** Designed and delivered a comprehensive staffing and recruiting platform, combining an engaging website, AI-powered job search interface, and admin dashboard to streamline hiring and talent management. ([View Project](#))

**Key Role:** Designed a responsive website and AI-powered search with real-time suggestions and smart filters. Built a role-based admin panel for managing job posts, applications, and analytics, ensuring consistency through component libraries and iterative UX improvements.

**Asset Management System:** Built a digital platform for tracking physical and digital assets across departments, enabling real-time inventory control and lifecycle monitoring.

**Key Role:** Designed the UI layout for asset status, search filters, and history logs; improved admin workflows through smart sorting and QR integration concepts.

**Farmeasy:** Designed a user-friendly farming app that enhances agricultural productivity by providing real-time market prices, weather updates, pest control solutions, and farm management tools.

([View Project](#))

**Key Role:** Conducted user research, testing, and A/B analysis, designed low and high-fidelity prototypes, created a user-friendly UI, and optimized navigation and accessibility for farmers

**Health at Home:** Designed & Developed the user interface and experience for the Health at Home platform, aimed at providing seamless healthcare access and services to users from the comfort of their homes. ([View Project](#))

**Key Role:** Created a responsive, mobile-first design for easy navigation across all devices.

**Additional Projects Overview:** Also contributed to key projects including the APPIT Admin Panel, E Learn Infotech website, Community App, and Colony Mart Bus Booking platform. These involved designing responsive web interfaces, admin dashboards, and mobile-first layouts—strengthening my skills in design systems, usability, and scalable UI architecture.

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## Languages Known

English, Telugu, and Hindi.