Gopinath Maddula

UX/UI Designer | Frontend Developer (React.js)

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Portfolio: https://gopinath-folio.vercel.app

PROFESSIONAL SUMMARY

UX/UI Designer & Frontend Developer with 2 + years of experience creating intuitive, user centered interfaces. Skilled in Figma, Photoshop, React.js, HTML, CSS, and MUI. Strong expertise in wireframing, prototyping, interaction design, and translating complex requirements into clean, modern, responsive user experiences. Recently led the UX/UI design for Edpedia's internal school library module.

TECHNICAL SKILLS

Design: UX Research, User Personas, User Stories, Empathy Maps, Wireframing, Prototyping, User Flows, Information Architecture, UI Design, Interaction Design, High-Fidelity Mockups, Usability Testing, Design Systems, Accessibility (WCAG)

Frontend: React.js, JavaScript, TypeScript, HTML, CSS, Material UI

Tools: Figma, Photoshop, Git, VS Code

PROFESSIONAL EXPERIENCE

Freelance — UX/UI Designer
Hyderabad (Remote) | July 2025 – Present
Clients: Edpedia

Description:
Designing intuitive, user-centered interfaces for web applications as a freelance UX/UI Designer.
Leading UX processes including user research, persona creation, user flows, wireframes, and high-fidelity prototypes. Collaborating directly with stakeholders to define product goals, refine requirements, and elevate overall usability. Creating clean, responsive UI screens in Figma with a strong focus on visual hierarchy, accessibility, and consistency. Improving user experience through better information architecture, simplified task flows, and refined interaction patterns for education-focused platforms.

F1Studioz — UI Engineer
Hyderabad | Aug 2022 – Oct 2024

Description:
Developed scalable, responsive UI components using React.js, TypeScript, Material-UI, HTML, and CSS. Translated complex UX/UI design concepts into pixel-perfect, production-ready interfaces. Built reusable component libraries to improve design consistency and development efficiency. Optimized front-end performance, reduced load times, and enhanced user workflow responsiveness. Collaborated with UX/UI designers and backend teams to deliver seamless, high-quality product experiences. Modernized legacy codebases and improved maintainability through modular architecture. Conducted UI testing, debugging, and maintained documentation for components and design patterns.

PROJECTS HANDLED

Edpedia — Library Management Module
Role: **Freelance UX/UI Designer**
Skills: **UX Research, Wireframing, Prototyping, High-Fidelity UI**
Tools: **Figma, Photoshop**

Description:
Designed the complete UX/UI for the school library management system. Created user journeys, wireframes, prototypes, and polished high-fidelity UI screens. Improved information architecture to simplify borrowing/return processes and reduce task time. Worked with teachers and admin teams to evaluate usability and refine the final design.

Dinamani — Interactive News Platform
Role: **UI Designer & Frontend Developer**
Skills: **UI Design, React.js, HTML, CSS, JavaScript, Material-UI**
Tools: **Figma, VS Code, Git**

Description:
Designed and developed interactive news pages showcasing stories, videos, and image galleries.
Built pixel-perfect, responsive layouts aligned with editorial and brand guidelines.
Developed modular front-end components enabling efficient content publishing and updates.
Improved navigation flow and enhanced overall site performance.
Ensured 100% design fidelity through close collaboration with designers.

Ozonetel — Global Call Center Dashboard
Role: **UI Developer**
Skills: **React.js, TypeScript, Material-UI, HTML, CSS**
Tools: **VS Code, Git**

Description:
Developed a modular, responsive dashboard displaying real-time agent performance and call analytics. Implemented reusable UI components to support scalability and reduce development time. Enhanced front-end performance for smooth navigation and optimized load speeds.
Coordinated with designers and backend engineers to align UI with data workflows and system constraints. Conducted debugging, QA, and performance testing for production release.

EDUCATION DETAILS

Google UX Design Professional Certificate   **2025**
Google Career Certificates

Bapatla Engineering College   **2014 - 2018**
B.Tech (Acharya Nagarjuna University), 72%

Intermediate   **2012 - 2014**
10+2, 96%

High School   **2011 - 2012**
ssc, 9.2 CGPA