



**HARITEJA
NANDIPATI**
UI/UX DESIGNER

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LINKEDIN

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EXPERIENCE

(TOTAL EXPERIENCE : 12YEARS, RELEVANCE TO UI/UX DESIGN : NEARLY 7 YEARS)

Summary

As a seasoned Product Designer with over 7 years of experience, I excel in crafting innovative, user-centric solutions across industries such as Medical, Well-being, and Real Estate. My expertise lies in leveraging UX research, design thinking, and human-centered design principles to solve complex problems and elevate user experiences.

Key Achievements

Product Innovation: Led the development and enhancement of flagship products including "Elix9", "Foyer-Enterprise Suite", and "Foyer Neo", driving user engagement and increasing satisfaction metrics by up to 25%.

3D Immersive UX: Revolutionized the UX for a real estate firm's 3D immersive solutions, resulting in a 30% boost in user engagement and a 15% increase in satisfaction scores.

Design Leadership: Successfully guided design projects from concept through to completion, ensuring seamless integration with development teams and alignment with strategic business goals.

Core Competencies

User Research & Design Thinking: Expert in conducting in-depth UX research and implementing design thinking methodologies to address user challenges effectively.

UI/UX Design: Proficient in creating intuitive and aesthetically pleasing interfaces using Adobe Creative Suite, Figma, and rapid prototyping tools.

Cross-Functional Collaboration: Strong ability to collaborate with engineering, product management, and marketing teams to align design solutions with technical and business requirements.

Metrics-Driven Design: Skilled in developing KPIs to analyze user behavior and inform iterative design improvements.

Technical Proficiency

Knowledgeable in HTML, CSS, and JavaScript, facilitating seamless collaboration with front-end developers.

Professional Experience

Spearheaded comprehensive user research and usability testing initiatives, directly informing and validating critical design decisions.

Designed and maintained scalable design systems that streamlined product development and ensured visual consistency.

Collaborated with cross-functional teams to integrate user insights into product roadmaps, enhancing both usability and business outcomes.

Led usability testing for MVPs, iterating designs based on user feedback to deliver fully functional products that met both user needs and business goals.

COMPANIES I AM ASSOCIATED WITH

Products I Designed

Work Status

SR UX DESIGNER

NHR Technologies (Naman HR) , Hyderabad. **From: Jan 2024 - Present**



Complete Product

PRODUCT DESIGNER

Clinic Mantra, Kolkata. **From: Jan 2023 - Aug 2023**



Under progress

UI/UX CONSULTANT

Estate96 Hyderabad, Telangana, India. **From Aug 2022 - Nov 2022**

ESTATE 96

Designed MVP

UI/UX DESIGNER

OPIA LABS Bangalore. **From Nov 2019 – July 2022**



MVP Pivoted



MVP Pivoted

UI/UX DESIGNER

Foyr. **From April 2017 – Nov 2019**

Foyr | NEO

Part of project

Foyr Enterprise solution

Complete Product

GRAPHIC DESIGNER

Foyr (JBR Technologies Pvt. Ltd.) Hyderabad. **From Apr 2015 – Mar 2017**

Foyr Brand design

GRAPHIC DESIGN TRAINER

NICE Animation Hyderabad. **From July 2013 – Mar 2015**

Trained Students

GRAPHIC DESIGN TRAINER

ARENA Secunderabad. **From March 2010 – June 2013**

Trained Students

ACHIEVEMENTS

ACHIEVED DISTINCTIONS IN THE IDF USER EXPERIENCE COMMUNITY



Certified Course Completer



IDF Local Group Member



Top 10% Course Taker

AT FOYR

HONOR & AWARD TITLE MAXIMUS

In recognition of your actions beyond the call of duty to deliver exceptional results at foyr.

EDUCATION / CERTIFICATIONS



Jul 2018 -Jan 2019

Learnt to Design for Augmented and Virtual Reality from IDF on line course

<https://www.interaction-design.org/hariteja-nandipati/certificate/course/PvGt1BsDp>



March 2018 - Jul 2018

Completed Foundation Course for UX Designer

<https://www.interaction-design.org/hariteja-nandipati/certificate/course/P6khJmDJX>

AAASP : Arena Animation specialist program, Graphics and animation

Learnt the basics of drawing after which was taken through the process of animation film making which included storytelling, script writing, storyboarding, pre production, production & post production process & later was given knowledge about the Digital Design tools.



B-COM at Osmania University (2006 - 2009)

