



# Gopala Krishna Reddy Dukka

## Sr. UX/UI Designer



Contact  
(888) - 629- 4848



Email  
dukka.cua@gmail.com



Education  
B.E in Computer Science & Technology



Certifications



## Portfolio



Case studies & Visual Designs  
<https://hi-dukka.github.io/Design/>



Dribbble  
[stagontherocks](#)

## Skills

User research

User Interviews

Personas

Information Architecture

Competitive Analysis

Heuristic Analysis

Task Flows

Wireframes

Visual design

Usability Testing

Prototyping

Interaction design

Motion Design

Data Visualization

Vibe Coding

## Tools



Figma



Sketch



Miro



Adobe Creative Cloud



## Summary

As an certified User Experience Designer with 16 years of industry expertise, successfully created user-friendly and visually captivating interfaces for both web, mobile and desktop applications. My experience includes user research, wireframes, prototypes, and collaborating with cross-functional teams. I am highly skilled in crafting engaging designs that cater to the needs of clients and end-users.

Apart from my technical abilities, I possess a solid comprehension of present design patterns and the best practices in the industry. I keep myself updated with the most recent design tools and technologies, enabling me to produce innovative designs that are visually appealing and practical. With a strong inclination towards problem-solving and a dedication to providing outstanding user experiences, I am confident in my capability to contribute to any UX design venture. My diverse range of skills, meticulousness, and fervor for user-centered design make me an exemplary candidate for any UX designer position.

## Experience

### STARR Companies

Senior User Experience Designer (Technical Analyst) • Jan 2025 - Till Date

- Working on Insurance-based SaaS applications, improving efficiency across underwriting, claims processing, and internal operational workflows.
- Conducting workflow analysis and mapping multi-team user interactions to simplify task paths and remove friction points.
- Creating low-fidelity wireframes using Balsamiq to validate ideas quickly with business users before committing to design direction.
- Delivering polished UI, component layouts, and interaction behaviors in Figma, ensuring design clarity and development-ready output.
- Building a scalable Design System in Figma with reusable components, structured using design tokens for color, spacing, grid, and typography.

### Subaru of New England, USA

User Experience (UX Designer) Architect • Jan 2024 - Jan 2025

- Operated as the only UX lead on the project, responsible for complete experience ownership — research → strategy → design → delivery.
- Led digital transformation of a legacy internal platform, modernizing workflows, visual hierarchy, and system usability across business functions.
- Visited dealers and observed real usage behaviors to understand workflow and surface firsthand user needs.
- Conducted qualitative discovery, including stakeholder interviews, contextual inquiries, and process observation to understand friction + behavior patterns.
- Performed deep requirement analysis and translated findings into clear workflows, information architecture, and user journey narratives.
- Created high-fidelity UI and interaction screens using Figma, ensuring modern, scalable, and business-aligned product experience decisions.
- Built a scalable Figma Design System using component libraries, variables, and design tokens to streamline future expansion and UI consistency.
- Collaborated with onsite and offshore engineering teams to align implementation details, clarify interaction intent, and ensure delivery consistency.
- Worked within Agile, participating in sprint discussions, grooming sessions, demos, and iterative refinement loops.

### Evoke Technologies, India/USA/Australia

UX Manager • Jul 2019 - Jan 2024

- Served as UX Lead overseeing multiple enterprise product engagements, including CSC Global, Clopay, Rita's, and Bristol Myers Squibb, driving product direction across discovery, design, and implementation.
- Introduced Figma organization-wide, trained designers, standardized workflow practices, and established a shared ecosystem of components, variables, and design tokens.
- Defined UX process framework — research intake → usability evaluation → workflow mapping → high-fidelity prototyping — improving clarity, collaboration, and delivery speed across teams.
- Built and governed a central Figma Design System, including reusable components, interaction patterns, token-based styling, and accessibility-aligned specifications for scalable product development.
- Led end-to-end research strategy, including usability studies, journey mapping, behavior observation, and data-guided insight analysis to influence design direction and prioritization.
- Partnered with engineering, business, and product leadership to align UX outcomes with business goals, feature roadmaps, and technical feasibility within Agile development cycles.
- Mentored and coached designers, fostering growth, elevating critique quality, encouraging experimentation, and improving UX maturity across the department.
- Delivered product improvements resulting in higher adoption, reduced UX friction, and improved task efficiency across SaaS and enterprise client solutions.



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## Shell Technology Center, USA

Senior User Experience Designer • Aug 2018 - Jun 2019

- Visited field sites and observed real usage behaviors to understand workflow, constraints, environment, and user needs.
- Assisted researchers with data synthesis, translating findings into user journeys, task patterns, and mapping problem areas.
- Designed mobile and handheld application experiences following Human Interface Guidelines for clarity, readability, and reachability.  
Created UI layouts, modular components, and flow screens using Sketch, enabling scalable design reuse.
- Ran whiteboarding sessions for ideation, decision alignment, and rapid solution visualization with stakeholders and field teams.
- Built and tested prototypes with end users to validate navigation simplicity, touch targets, and interaction clarity. Provided structured design handoff for engineering implementation and supported UI behavior clarification during build.

## Ernst & Young, USA

UX/UI Designer • Jun 2016 - Jun 2018

- Contributed to the development of 508-compliant designs, ensuring digital solutions adhered to accessibility standards.
- Collaborated with Scrum teams to deliver wireframes, task flows, and interaction designs using Figma and Adobe XD.
- Participated in Agile sprints, working closely with cross-functional teams to ensure timely delivery of UX/UI design deliverables.
- Led usability testing and heuristic evaluations, ensuring that the final designs addressed key user pain points and accessibility concerns

## Hexagon AB, India

User Experience (UX) Consultant • Sep 2014 - Mar 2016

- Worked across engineering and product teams to translate technical requirements into structured experience flows and interaction models.
- Conducted requirement discovery and domain understanding sessions to align UX direction with enterprise product objectives.
- Created wireframes, task flows, and UI design concepts to support complex user operations within Hexagon's geospatial and engineering solutions.
- Designed high-fidelity interfaces using Sketch and Adobe XD, ensuring visual clarity, usability and scalable interaction patterns.
- Defined user journeys and functional interaction states to guide developers in implementation planning.
- Collaborated closely with engineers to refine usability, verify design feasibility, and ensure interface behavior matched intended flow.
- Participated in iterative reviews, incorporating feedback into UI improvements, layout revisions, and feature enhancements.

## Cognizant // Microsoft, India

Associate Projects (UX & UI Designer) • May 2012 - Aug 2014

- Designed Visio stencils, shape libraries, and pre-configured templates used by millions of users globally — one of the most high-impact deliverables in your career.
- Collaborated with SMEs, product owners, and legal compliance teams to ensure shape accuracy, domain correctness, and compliance-safe usage.
- Created visually refined stencil sets using Adobe Photoshop & Illustrator for pixel-sharp rendering, clean geometry, and scalable vector precision.
- Defined template behaviours, connector logic, metadata attributes, and component grouping rules to support drag-and-drop efficiency.
- Established visual consistency guidelines — icon weights, label style, anchor points, stroke thickness, and snap behaviour — for stencil families to scale over future releases.
- Conducted internal review cycles, refining interaction feedback and usability alignment for faster diagram creation and improved end-user clarity.

## Pyramid SoftSol, India

Senior UI / Visual Designer • Apr 2011 - Apr 2012

- Designed web application interfaces and marketing sites with a strong emphasis on layout clarity, visual hierarchy, and brand alignment.
- Created UI mockups, visual assets, icons, and page graphics using Adobe Photoshop for high-quality presentation and visual polish.
- Developed interactive elements and animated UI components using Adobe Flash, enhancing engagement and user experience.
- Built and maintained web page structures using Dreamweaver, ensuring clean asset deployment and visual consistency across screens.
- Collaborated with development teams by supplying production-ready assets, style references, and optimized graphics for implementation.
- Contributed to early UX thinking through layout planning and UI approach discussions with business and engineering.



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### Pixelloid, India

Motion Graphic Designer • Nov 2010 - Mar 2011

- Designed motion graphics and animated sequences for feature films, titles, transitions, and presentation reels.
- Created high-impact visual frames, textures, lighting treatments, and cinematic compositions using Adobe Photoshop and After Effects.
- Developed branding elements and presentation graphics supporting studio identity and promotional campaigns.
- Built storyboards to define motion timing, visual flow, and animation behaviour for production teams.
- Delivered web-ready creative assets and promotional layouts using Dreamweaver, maintaining brand consistency across media formats.



### Gaian Solutions, India

Interaction and Visual Designer • Nov 2006 - Dec 2008

- Designed interfaces for IPTV applications across multiple set-top box platforms, optimizing layouts for TV-based navigation and remote-control interaction patterns.
- Created visual themes, screen flows, and component behaviors tailored for large-screen readability and 10-foot UI usability.
- Developed branding assets, digital collateral, and product marketing visuals using Adobe Photoshop, Illustrator and Flash.
- Designed companion application websites and promotional pages to support IPTV product releases and ecosystem awareness.
- Collaborated with engineering teams to ensure interaction logic, asset specifications, and motion cues were implemented accurately.
- Contributed to early interaction models, focus navigation mapping, and visual style guides that supported cross-platform scalability



### SandSoft, India

Web Designer • Jun 2005 - Oct2006

- Designed static and interactive websites using Adobe Photoshop, Flash, and Dreamweaver, ensuring visually consistent layouts and a smooth browsing experience.
- Developed page layouts, graphic assets, and interface treatments optimized for clarity, readability, and visual appeal.
- Built and maintained web pages using HTML, exporting and slicing UI assets for a development-ready structure.
- Created icons, banners, and marketing visuals to support brand identity and web presence.
- Collaborated with developers to integrate assets efficiently and ensure the final output matched visual expectations.

## Achievements

- Promoted to Lead UX/UI Designer and later to Manager in recognition of consistent performance in managing teams and delivering exceptional project outcomes.
- Received "Achiever of the Quarter - Q1, 2023" in 2023. One of the prestigious award in the company for strong UX ownership and showcasing stellar productivity.
- Successfully closed a high-stakes sale by visiting and pitching to a client in Australia, securing a major contract for the company.
- Designed shapes for Microsoft Visio, which were published and utilized by users worldwide, contributing to the success of the product.