# Indraja Siripuram



**UX** Designer

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indrajasiripuram.github.io

## WORK

## UI/UX Designer(Freelance)

Feb - Current

### McAgric Corporate Global Ltd/ Nigeria, Africa

- Designing app and website to eliminating middlemen, establish direct access across the entire value chain and promote affordability.
- Designing using Figma. Conduct user research, competitive analysis, design user flow, wireframes, prototypes for investor user group.

#### Front-end web developer

June 2016 - Sep 2019

#### Think Tankers innovative solutions / Hyderabad, India

- Attended client and design meetings, conducted competitive analysis, user research and usability testing.
- Designed wireframes and low-fi prototypes using adobe XD, figma, sketch.
- Developed the responsive websites using the front end tools, tested the functionality and deployed the websites.

### CERTIFICATION

Google UX Design professional certificate

July - December 2022

#### **PROJECTS**

## Musician booking app

- This app was designed to help users book a local musician who fits in their budget and save time.
- Designed using Adobe XD. Conducted user research, created wireframes for app and website, motion prototypes for iterations.

#### EDU app and responsive website

- Designed app and website to list free courses for students.
- Designed using Figma. Conducted moderated user interviews, competitive analysis, created wireframes, motion prototypes for iterations.

## **EDUCATION**

Bachelor of Computer Science and Engineering. 2012 - 2016

Sree Chaitanya College Of Engineering, India.

I am a designer with a technical background.

My passion lies in empathy, prototyping concepts and iterating for the solution.

## SKILLS

## Design

Research

Personas

Wireframing

Prototyping

**Usability Testing** 

Visual Design

Storyboarding

Mobile Application Design

Responsive Web Design

## Prototyping tools

Adobe Photoshop

Adobe XD

Figma

Sketch

#### Front End Development

HTML5

CSS3

Bootstrap

Wordpress