

# SINGIRI HARSHA VARDHAN ROYAL

## UI/UX DESIGNER

+917337481238 | iharsharoyal@gmail.com | [Linkedin](#) | [Behance](#) | [Medium](#)

### SUMMARY

Creative and detail-oriented UX Designer with 2+ years of experience and over 12 successful projects, focused on creating user-centered digital solutions. Skilled in wireframing, prototyping, and leveraging user research insights to boost engagement and user satisfaction. Known for effective collaboration across multidisciplinary teams to deliver impactful and innovative designs.

### PROFESSIONAL EXPERIENCE

Associate UX Designer - C2S Technologies, Hyderabad	May 2023- Present
<ul style="list-style-type: none"><li>Produced user experience wireframes and prototypes, leading to a 20% improvement in user engagement and satisfaction.</li><li>Created design documentation, including style guides and pattern libraries, ensuring design consistency and reducing design errors by 15%.</li><li>Presented design concepts to internal stakeholders, incorporating feedback that improved design usability by 18%.</li></ul>	
UX Design Intern - C2S Technologies, Hyderabad	Oct 2022- April 2023
<ul style="list-style-type: none"><li>Produced wireframes leading to a 12% increase in client satisfaction.</li><li>Assisted in conducting user research and usability testing, driving a 15% improvement in designs.</li><li>Contributed to design documentation and pattern improving cross-team consistency by 20%.</li></ul>	

### TECHNICAL SKILLS & TOOLS

Web Development Technologies: CSS, Sass, HTML5, JavaScript (Basic), Angular(Basic), Bootstrap
Design Tools & Software: Figma,Visily, Adobe XD, Sketch, InVision Studio, Axure RP, Proto.io, Marvel, Framer X, FlowMapp
User Research & Testing: UsabilityHub, Surveys & Interviews, A/B Testing, Manual Testing
Collaboration & Workflow Tools: Jira, Trello, Slack
CRM Tools: HubSpot, Zoho CRM (Support tools like LiveChat.com)
Content Management & E-commerce: WordPress, Shopify
SEO & Analytics: Google Console, SEO, Page Indexing

### EDUCATION

Bachelor of Technologies in Computer Science and Engineering	Aug 2018- Oct 2022
Lovely Professional University	

### PROJECTS

EDI for Taylor Farms Company	Oct 2024 - Present
<b>Objective:</b> Design and implement an Electronic Data Interchange (EDI) system to streamline operations and improve communication.	
<ul style="list-style-type: none"><li><b>My Role:</b> Led the redesign of the user interface for the EDI system, focusing on improving the usability of the transaction workflows. Developed interactive prototypes and wireframes, ensuring the system was intuitive for all user types.</li><li><b>CSS Implementation:</b> Applied custom CSS to ensure the UI was responsive across different devices, implementing fluid grids and media queries for better mobile compatibility.</li><li><b>Outcome:</b> Increased operational efficiency by 15% and reduced system errors by 20%.</li><li><b>Tools Used:</b> Figma, Adobe XD, Axure, CSS</li></ul>	

## MOJO for Taylor Farms Company

Feb 2024 - Present

**Objective:** Enhance the MOJO platform for better internal communication and productivity.

- **My Role:** Worked with cross-functional teams to update the platform's design, enhancing user workflows through improved navigation and streamlined design. Created user journeys and prototypes to align with the company's goals.
- **CSS Implementation:** Used CSS Flexbox and Grid to create adaptable layouts for dynamic content on the platform. Employed custom animations for loading screens and transitions to make the UI more engaging.
- **Outcome:** Improved employee engagement by 10% and reduced task completion time by 12%.
- **Tools Used:** Figma, CSS, PrimeNG, Proto.io

## HBS Seattle for HBS

May 2023 - Feb 2024

**Objective:** Design an engaging and user-friendly web interface for the HBS Seattle platform.

- **My Role:** Led the user experience design by creating wireframes, mockups, and prototypes based on user research and feedback. Collaborated with the development team to ensure the design was implemented as intended.
- **CSS Implementation:** Crafted custom CSS for advanced styling of interactive elements such as buttons, modals, and navigation bars. Optimized CSS for cross-browser compatibility and accessibility compliance.
- **Outcome:** Increased user interaction by 50% and improved overall satisfaction scores by 20%.
- **Tools Used:** Figma, Proto.io, CSS

## Manasamskrithi

Feb 2023 - Present

**Objective:** Redesign and enhance the Manasamskrithi digital platform for a better user experience.

- **My Role:** Focused on improving the platform's UX by simplifying its layout and creating easy-to-follow user flows. Collaborated with the front-end development team to implement the design.
- **CSS Implementation:** Used CSS preprocessors (Sass) to streamline style management. Applied responsive CSS design principles to ensure a consistent experience on all devices.
- **Outcome:** Increased user engagement by 80% and reduced bounce rates by 20%.
- **Tools Used:** Sketch, InVision, Figma, CSS

## HCL Onboarding

March 2023 - May 2023

**Objective:** Design an onboarding experience for new employees at HCL that's both efficient and engaging.

- **My Role:** Led the design and development of an intuitive onboarding flow that integrated company culture, essential employee resources, and streamlined administrative processes. Conducted user research to understand pain points in the current process, then developed wireframes and prototypes. Collaborated closely with developers to ensure a seamless transition from design to implementation, focusing on responsiveness and user accessibility.
- **CSS Implementation:** Utilized CSS Flexbox to design flexible, easy-to-maintain layouts and ensured the onboarding forms were responsive. Applied CSS animations for form transitions to enhance the user experience.
- **Outcome:** Reduced onboarding time by 20%, which helped new hires become productive faster. Improved employee satisfaction with the onboarding process by 18%, as shown in post-onboarding surveys. Additionally, the streamlined flow resulted in a 25% reduction in HR inquiries related to onboarding steps, freeing HR teams to focus on more strategic tasks. The engaging design also increased completion rates for optional onboarding resources by 30%, helping new employees integrate more fully into the company culture.
- **Tools Used:** Figma, FlowMapp, CSS