Sreekanth Varikuppala

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Summary:

Creative and user-focused UI/UX Designer with over 2+ years of experience in designing seamless, responsive interfaces for web and mobile. Skilled in wireframing, prototyping, user research, and usability testing, with a record of delivering designs that enhance user satisfaction and engagement. Known for collaborating effectively with cross-functional teams to create visually appealing, accessible, and intuitive digital experiences.

Key Skills

- UI/UX Design, User Experience Design (UED), User Interface Design, Graphic Design, Wireframing, Storyboarding, Design Thinking, User Flows, User Research, Usability Testing, A/B Testing, Prototyping, Agile Collaboration, UserStories, Product Launch Coordination, Stakeholder Communication, Cross-team Collaboration

Experience:

UI/UX Designer | LTIMindtree, Hyderabad | August 2022 - Present

Microsoft Client Project

- Designed responsive UIs for Microsoft products (e.g., Xbox, laptops), delivering multiple designs per sprint.
- Conducted comprehensive user research, A/B testing and usability testing, leading to a 25% increase in user satisfaction scores and a 15% decrease in user errors.
- Used Figma, Adobe XD, and Illustrator to create wireframes, prototypes, and high-fidelity designs, achieving stakeholder approval with minimal revisions.
- Developed and refined design systems to ensure brand consistency, helping Microsoft maintain a cohesive look and feel across digital properties.

Mondelēz International Project

- Created user-centric web and mobile interfaces using Figma, directly improving user engagement by 20%.
- Collaborated with clients and developers to translate design concepts into high-fidelity mockups, facilitating smooth handoffs that reduced development errors by 15%.
- Leveraged usability testing insights to enhance design decisions, resulting in a 10% reduction in bounce rates across key product pages.

Education:

Bachelor of Technology in Computer Science and Engineering.

Jawaharlal Nehru Technological University, Hyderabad | Graduation Date: May 2022

Tools & Technologies

Design Tools: Figma, Adobe XD, Photoshop, Illustrator

Web Technologies: HTML, CSS, JavaScript

Other tools: Adobe Target, Maze

Certifications:

- User Experience Design - Accenture
- Enterprise Design Thinking Practitioner - IBM
- Microsoft Certified: Azure Fundamentals - Microsoft
- AgileScrum Master- Simplilearn

Projects

Mondelēz International Website Redesign

- Redesigned key pages with a focus on user engagement, contributing to a 20% increase in user retention.

- Conducted A/B testing on design prototypes, optimizing elements that led to a 15% decrease in exit rates.

Microsoft SiteOps E-commerce Development

- Created UIs for multiple Microsoft products, improving usability and brand consistency across devices.

Behance: https://www.behance.net/bunnygogula