# ROHIT SRI SAI VENDRA

**Address:** Ameerpet, Telangana, India
**Phone:** +91 8341500799
**Email:** rohitsrisai.vendra@gmail.com

## SUMMARY

A creative and detail-oriented UI/UX Designer with 2 years of experience in designing and developing user-centric digital products. Proficient in creating intuitive and engaging interfaces that enhance the user experience while aligning with business goals. Skilled in wireframing, prototyping, and front-end development using tools like Figma, Google Ads, Adobe Premiere Pro, YouTube SEO and proficient in HTML, CSS, and responsive design principles.

## WORK EXPERIENCE

**Edupoly Solutions Private Limited (Formerly VLR TECHNOLOGIES LLP),** Hyderabad          **July 2022 – August 2024**
*UX Designer / Social Media Marketing*

- Designed and edited high-quality visual assets including website banner images, social media graphics, and marketing collateral. Used Photoshop to create pixel-perfect layouts, retouch images, and design graphics for various digital platforms.
- Created visually appealing social media posts, presentations, and marketing materials using Canva, ensuring brand consistency and audience engagement. Designed templates for scalable use across marketing channels.
- Designed user-friendly, interactive wireframes and prototypes using Figma. Collaborated with developers and stakeholders to refine UI/UX designs and ensure smooth handoffs for development.
- Managed and optimized Google Ads campaigns, focusing on search, display, and video ads. Analyzed performance metrics to improve ad relevance, CTR, and conversion rates, while managing budgets effectively.
- Implemented YouTube SEO strategies to optimize video content for search engines, increasing video visibility, engagement, and subscriber growth. Expertise in keyword research, video metadata optimization, and audience analytics.
- Worked on images, media and navigation with links/anchor tags in HTML5. Implemented lists and tables through structure of the content and forms with validations. Designed and developed websites using flex boxes, grid system in CSS3. Generated responsive design with media queries. Implemented bootstrap CSS library to design layouts and development

## EDUCATION

- **Prathibha Degree College (2023),** BSc with 77% aggregate**.**
- **Gayathri Junior College (2016)** with 60% aggregate.
- **Indu Talent School (2014)** with 77% aggregate.

## SKILLS

- Adobe Premiere Pro
- Adobe Photoshop
- Figma
- Google ADS
- **Formatting Language:** HTML, CSS
- YouTube SEO
- Meta ADS
- Wireframes
- Canva

## LANGUAGES

- English
- Hindi
- Telugu