

Neelothpal Samala | UX Designer

Creative and user-focused UX Designer skilled in end-to-end design, from research to prototyping, delivering seamless and impactful interfaces.

[Linkedin](#) | [Portfolio](#) | [Dribbble](#) | [Github](#)

neelothpal.12@gmail.com

+917780566080

Experience

Freelancer | Upwork

FEB 2025 - PRESENT

Solved client design challenges by delivering effective UX and UI solutions. Used wireframing, prototyping, and visual design to address problems, earning a **5-star** rating.

Gained hands-on experience, solved design challenges, and met client needs effectively.

Projects

Fintech App | UX Overhaul

MAR 2025 - PRESENT

Applying data-driven insights to enhance user experience through research and evaluations, targeting a **40%** boost in satisfaction.

Redesigning the UI for clarity, efficiency, and accessibility, targeting a **30%** usability boost through testing.

WeChat Case Study | Cultural UX

NOV 2024 - JAN 2025

Researched cultural nuances and user behaviors to enhance WeChat's User Experience for Western audiences, leading to a **20%** increase in user retention.

Redesigned the interface for familiarity and ease of use, reducing onboarding time by **30%**.

Delicieux | End to End Case Study

DEC 2023 - FEB 2024

Led the UX process from ideation to prototype, increasing task efficiency by **40%** through user research and journey mapping.

Designed and tested interfaces with wireframes, prototypes, and mockups, improving user satisfaction by **35%**.

Education

Sreenidhi Institute of Science and Technology (SNIST)

2021 - 2025

Bachelor of Technology in AIML

Positions Held

Design Head | SCF (NGO)

2024 - PRESENT

Led design projects for social causes, boosting outreach and brand identity.

Certificate

Google UX Design

2023 - 2024

Awarded for completing the Google UX Design Professional Certificate on Coursera.

Skills & Languages

Design Tools / Frameworks

Figma · Protopie · Adobe Creative Clouds · InVision · HTML/CSS · JavaScript

Skills

User Research · Usability Testing · Journey Mapping · Personas · Storyboarding · Affinity Diagrams · User flow · Wireframing · Prototyping · Information Architecture