

SHIRISHA KONDA

<https://shirisha-konda-portfolio.netlify.app/>

<https://github.com/ShirishaKONDA180>

Peoria, AZ

PROFESSIONAL SUMMARY:

- *Data-driven user experience designer with 6+ years of UX/UI experience committed to creating intuitive, inclusive, and human-centered designs. Proven experience in developing full cycle, Full stack and UI/UX for Web Applications using advanced JavaScript frameworks including, HTML/HTML5, CSS2/CSS3, XHTML, AJAX, XML, Bootstrap, LESS, JSON and related technologies. An experienced UI/UX Designer and I specialize in designing intuitive, user-centric experiences with high-fidelity prototypes and design systems. I collaborate with executives, developers, and product teams to create visually compelling and accessible solutions. Experience in all phase of SDLC like Requirement Analysis, Implementation and Maintenance, and extensive experience with Agile and SCRUM. Extensive experience using CMS such as CQ5, Adobe Experience Manager (AEM), Drupal, Cascade, and TeamSite. Cross-browser and device development testing. Experience in enterprise-wide distributed Full stack service oriented, Cloud based, Web based, data-intensive, cross-platform web apps, Single page, web applications in Microsoft .NET core environment using MVC, C#.NET, ASP.NET, ADO.NET, LINQ, Reflection, Blazor, Entity Framework, XML, Web Services, Windows forms, Web forms, Active directory, AWS SDK for .Net, Microsoft Windows Azure, PaaS.*

PROFESSIONAL EXPERIENCE

Client: Charles Schwab, Phoenix, AZ

Feb 2024– Aug 2025

Role: Senior UX/UI Designer

Responsibilities:

- ✓ Boosted user engagement and reduced task completion time And establishing a design system and using .Net to optimize automations, tracker, and task flows in a B2B business process management app.
- ✓ Increased qualified leads and user satisfaction by leading UX strategy, redesigning the onboarding flow, and introducing AI-driven SEO landing pages, improving content discovery and conversion rates
- ✓ Developed MVC web portal application from scratch based on Windows authentication Using entity model database using SQL server to enter Activity and plan the fiscal year.
- ✓ Conducted user flow assessments, identified bottlenecks, and optimized task completion paths, contributing to higher retention and increased engagement with the B2B software solution.
- ✓ Worked with an MVC application to add the database link of SQL to the controller to reflect the data diversion.
- ✓ Used 3-tier architecture as DAL to get the data from different SQL databases depending upon the user login and options.
- ✓ Used C# 6 languages with .NET Framework 4.7.2 to build the application to make it up to date. Wrote JavaScript for various on-click operations, to show/ hide content, to validate and to load the data to Https page.
- ✓ Involved in development and modification of existing Financial Reports and Marketing Reports, which include Corporate Consolidation Reports, Financial Reports and Planning Reports for management.
- ✓ Designed and developed scalable web applications using .NET, C#, and Blazor for dynamic, client-side interactivity with minimal JavaScript.
- ✓ Improved accessibility by incorporating WCAG guidelines into the design system, by updating design tokens, component interactions, and page layout templates while advocating for best practices and compliance.
- ✓ Successfully revamped an existing application to meet full WCAG Level AA compliance, resulting in improved user satisfaction and engagement among individuals with disabilities
- ✓ Worked on UI/UX development, Visual Design, Front End / Back End Web Development, Web and Graphic design.
- ✓ Develop concepts and create wireframes, workflows and prototypes of UI designs. Update and make changes to the visual design and CSS, HTML. Maintain and adjust CSS for different browsers.
- ✓ Used Jenkins for deployment of applications and worked on configuring CI/CD pipelines.
- ✓ Used Docker into CI/CD pipelines (Jenkins/GitHub Actions/Azure DevOps), enabling automated builds, testing, and deployments.
- ✓ Dom and React views, rendering using components which contains additional components called custom HTML tags.
- ✓ Performed lift and shift of all our applications from GKE to EKS in AWS.Created new Helm charts for new applications to deploy them to Kubernetes cluster

- ✓ Worked in using React JS components, Forms, Events, Keys, Router, Animations and Flux concept.
- ✓ Worked on responsive design and developed a single ISOMORPHIC responsive website that could be served to desktop, Tablets and mobile users using React.js.
- ✓ Validate the existing data with new data. Identify incorrect data and implement data corrections. Written complex and dynamic T-SQL scripts for validation using joins, user functions, Stored Procedures, and other T-SQL code to implement business rules.

Active Hub/CNTelligence, Glendale, AZ

Sep'2022-Dec'2023

Role: Senior UX/UI Designer

Responsibilities:

- ✓ Developed the functionalities using Agile Scrum Methodology.
- ✓ Extensive experience in various Agile methodologies like Test Driven Development (TDD).
- ✓ Designed the Smart ID product for both mobile and desktop, making it easier for users to access and manage their IDs, which led to increase in user engagement after conducting A/B testing.
- ✓ Used IxD, Visual Design principles to design Wireframes, mockups with Adobe Photoshop, Illustrator, XD, and recently Sketch, and Figma to develop custom websites, including video editing with Adobe Premier, using IxD, and visual design.
- ✓ Developed Single Page Application (SPA) CNTelligence page application following Agile Scrum, participated in daily standups, sprint reviews, kickoffs, and used Jira for project.
- ✓ Designed database structure & relations between tables based on the Entity-Relationship (E-R) model, Index, and View to manage the database.
- ✓ For Data visualization, XML can be used to define data structures and layouts for data visualization tools and design systems use XML to define design tokens, components, and layouts.
- ✓ Worked closely with cross-functional teams, using Miro and Figma to create and managing 80+ wireframes, user flows and responsive prototypes for web and mobile apps.
- ✓ Coordinate a competitive analysis of industry leaders to guide design decisions and overhaul the existing product into an aesthetic and usable design
- ✓ Use C#.NET concepts such as Delegates, Lambda Expressions, Expression Trees, Extension Methods, Generated Class Libraries for URL rewriting, Generic Collections, Nullable types, Dynamic keywords and Dynamic Type.
- ✓ Knowledge in C# programming and Object-Oriented Design & Programming (OOPS) including Encapsulation, Inheritance, Polymorphism, Abstraction, Exceptional handling, Generic Collections, Extension methods, Lambda Expressions and Multithreading
- ✓ Crafted new components in Figma to work within existing Shoptaki guidelines.
- ✓ Worked closely with engineering and design teams to ensure the end product met existing Shoptaki guidelines.
- ✓ Worked closely with other designers to test and update existing projects with new iconography, revised typography, images, and colors consistent to the targeted age groups.
- ✓ Utilized JIRA for task management in an Agile workflow environment.
- ✓ Conducted design reviews and participated in design critique sessions to implement new design systems for the core team and existing projects.
- ✓ Designed compelling product experiences, wireframes, mockups, and product prototypes using Figma, Adobe InDesign, InVision, and Adobe CC.
- ✓ Rapidly prototyped components and mockups for review by other design teams.
- ✓ Strong understanding of WCAG 2.1 AA and AAA standards for accessibility and translating those visual mockups and prototypes.

Client: Cognizant, Remote

Oct'2019 – Jun'2022

Role: Full Stack Developer/ UX/UI

Responsibilities:

- ✓ Evaluated and graded more than 300 assignments across key subjects like UI/UX design, design thinking, and project planning, ensuring consistent adherence to high academic standards and maintaining grading accuracy.
- ✓ Designed and developed in-house web applications for Vensoft collaborating with back-end developers.
- ✓ Maintained consistent brand guidelines keeping with Vensoft style guide across various internal projects.
- ✓ Worked to deliver regular updates to business team and project managers through an Agile (Scrum) Development

- Team. Coordinated with multiple Editors and stakeholders for a successful testing and deployment of multiple projects.
- ✓ Wireframed, prototyped, designed, and built consumer-facing websites for financial advisors, small businesses, enterprise and e-commerce clients.
 - ✓ Created brand guidelines using Adobe Photoshop and Adobe Illustrator.
 - ✓ Created promotional e-commerce sales graphics for print and web using Adobe CC suite
 - ✓ Worked with the marketing team to update website graphics for e-commerce graphics.
 - ✓ Created logos and branding guidelines using Adobe Illustrator
 - ✓ Design process for HTML packages requested by the client, the testing for quality control was included to validate that design was complying against the redlines provided by the client.
 - ✓ Work on web design including basic usability, accessibility, industry standards, architecture, and navigation.
 - ✓ Worked with the HTML projects, manually testing for incongruities the HTML5 pages before delivering to the client. When running into incongruities went back to the code to fix them
 - ✓ Collaborated with the internet marketing team to create and maintain SEO-optimized websites.
 - ✓ Used design tools such as Photoshop, Adobe Illustrator, Atom, Sublime Text, and Adobe Dreamweaver.
 - ✓ Presented designs to shareholders and clients for active feedback on projects.
 - ✓ Created over 50 detailed wireframes and interactive prototypes using Figma and Adobe XD, facilitating clear communication of B2C design concepts and interactions by aligning with smart home environments and brand standards.
 - ✓ Quickly resolved issues and bugs found on the content. Used IxD and Visual Design to build, Wireframes, HTML, CSS, and some JavaScript
 - ✓ Rapidly designed, prototyped and developed applications based on specifications and wireframes.
 - ✓ Used existing bank typography, iconography, and images in brand guidelines and translating these into mockups
 - ✓ Managed tasks using JIRA and worked in an Agile workflow environment.
 - ✓ Conducted code reviews and collaborated with senior developers to ensure high-quality deliverables.
 - ✓ Collaborated with engineers and designers to prototype and develop applications based on client's current and future needs.
 - ✓ Presented designs to shareholders and clients for active feedback on projects
 - ✓ Enhanced overall submission quality and successfully increased student engagement by through close collaboration with professors, delivering detailed constructive feedback, and fostering an interactive learning environment.

Client: Accenture, Remote

Oct'2018 -Jul'2019

Role: Full stack Developer/ UX/UI Designer

Responsibilities:

- ✓ Designed and developed UI frameworks using Angular, HTML, CSS3, Bootstrap and JavaScript.
- ✓ Created Typescript reusable components and services to consume REST API's using Component based architecture provided by Angular.
- ✓ Worked on developing custom components, services using Angular. Worked on bidirectional mapping in Angular.
- ✓ Created parent and child components in Angular and used input and output annotations for communication between them.
- ✓ Collaborated with UX Strategy to translate findings into intuitive user experiences, resulting in enhanced user satisfaction.
- ✓ Utilized Adobe XD to develop detailed wireframes and interactive prototypes, leading to a reduction in user errors during the permit application process. Employed Adobe XD to effectively convey design concepts and identify usability issues prior to development.
- ✓ Partnered with the branding team to establish and maintain a cohesive design system, ensuring consistency across all digital platforms. Applied experience in branding and design systems to create a system that accurately reflected the organization's identity and values.
- ✓ Collaborate confidently to create pixel-perfect responsive designs for a B2B digital desktop product
- ✓ Conduct a competitive analysis for current design trends to transform a previously complex product into an accessible and modern design using WCAG 3 standards
- ✓ Develop client deliverables, including a style guide, user flows, wireframes, and an interactive prototype

- ✓ Produce a developer-ready handoff that clearly conveys product design functions, interactions, and specifications to the engineering team

OTHER PROJECTS:

Founding Product Designer at Majorly | Denver, CO

- ✓ Redesigned the [company website](#) and driving the design for AI-driven features for Majorly's student career planning platform, balancing the use of AI within the user journey to enhance user engagement and optimize career planning through AI-powered experiences. Used with ASP.NET MVC, Razor, and Blazor teams to translate design intent into functional component structures, ensuring semantic markup,

Product Designer at Pare | San Francisco, CA

- ✓ Boosted user engagement by 60% by introducing a LinkedIn dual posting feature along with leading the design of the community-powered referral platform shortlisted for Y Combinator 2021.

Auto Parts Ordering System- Web Design and User Experience

- ✓ *Designed a modelled web portal to help customers track the complete cycle of the confirmed auto parts rendering high level scalability, fast execution. Fortified the application by utilizing the external database to store and retrieve the content.*
- ✓ *Experience using jQuery and Bootstrap plugins for the webpages. Designed and developed intranet web applications using JavaScript and CSS3.*
- ✓ *Incorporated table-less web development approach to create applications using CSS and with the help of tags as per W3C standards.*

Pizza Management System (HTML/CSS, JavaScript, MySQL)

- ✓ Developed a responsive online portal for a pizza ordering management to override the problems prevailing in the manual system.
- ✓ Implemented a collaborated design plan for the conversion of manual process to an online portal. Designed Templates and Flow of future pages using Adobe Photoshop.
- ✓ Developed reusable user interface component using jQuery and AJAX and handled Modal pop-ups, Alerts using bootstrap, drag and drop list control using jQuery UI.

TECHNICAL SKILLS

- ✓ **DESIGN: UX/UI**, visual design, wireframes, Interactive prototypes, hi-fid mockups, Lean UX, iterative design, graphic design, typography, iconography, design system, UX writing, information architecture, storyboards, usability testing, AI, user journeys, style guide, data visualization, workflows, mockups, or prototypes mood boards, sitemaps, mobile, web, native & responsive design.
- ✓ **USER RESEARCH**: Qualitative and quantitative analysis, user interviews, user personas, user stories, A/B testing, heuristic analysis, competitive analysis, contextual inquiry, card sorts, market trends, data analysis (product metrics), empathy and usability studies, design thinking workshops, Jobs to be done (JTBD) framework, design patterns.
- ✓ **TOOLS**: Figma, Miro, Maze, Sketch, Adobe Creative Cloud, Framer, Photoshop, JavaScript frameworks, InVision, Illustrator, GA4, Google suite, Adobe XD, Principle, Asana, HTML, CSS, P5.js, Amplitude, Qualtrics, Mixpanel, GitHub, JIRA.
- ✓ Accessibility: Followed WCAG 2.0 and 2.1 as a guide working towards 508 ADA compliance
- ✓ **Agile & Delivery Frameworks**: Agile (Scrum / Kanban), Sprint Planning, Backlog Grooming, UX-Engineering Alignment, Accessibility Review Cycles, UI Readiness Validation
- ✓ **Productivity & Collaboration**: MS Office (Word, Excel, PowerPoint), SharePoint, Teams, UX Research Repositories, Requirements Documentation, Cross-Team Communication Tools
- ✓ **UI WEB TECHNOLOGIES**: HTML, HTML5, CSS3, SASS, XHTML, XML, JavaScript, AJAX, jQuery, WordPress, JSON, Twitter Bootstrap, react 17X and React 18X React JS, TypeScript, Node.js, GitHub.
- ✓ **CLOUD TECHNOLOGIES**: AWS, AZURE, IAM tools
- ✓ **DATABASES** IIS 6.0/7.0, MS-SQL Server MS-SSIS, MS-SSRS, MS-SSAS
- ✓ **FRAMEWORKS**: Blazor, react 17X and 18X, React JS, Node JS

- ✓ **LANGUAGES:** C#, JavaScript, MySQL, ASP.Net, MVC, web Services
- ✓ **DEBUGGING/IDE/HTML** Chrome Elements Inspector, Firebug, IE Tester, Eclipse, Web Matrix, Web Strom, Bonita, Sublime and Notepad++, VSTS.

Education details: Bachelors in Electronic and Communications, Malla Reddy Group of Institutions, Hyderabad, India.