

Avinash Reddy Kethireddy

UI-UX Designer | Product Designer

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Worked on 6 Projects
in Last 24 Months



I enjoy creating user-centric, delightful, and human experiences.

I have 2.3+ years of experience as Product / UX / UI Designer.

I have worked on web applications, mobile application, Android apps and game UI.

I have designed more than 6 projects.

Highly Self-motivated and goal-oriented professional committed to pursuing a long-term career in UI/UX Design field.

Apart from providing design solutions and development, I've experience in gathering inputs from the client, scoping and estimating the deliverables, assigning the task to the development team and keeping track of the deliverables and communicating it to clients at regular intervals. Furthermore, actively involved in the development cycle.

Handling multiple projects, while interacting directly with clients/stakeholders and engineering team for websites, portals, UI Designs, Branding, Collaterals, and Newsletters and delivering them on different platforms like Web, Outlook and Etc...

Committed to elevating customer satisfaction and achieving business objectives through innovative, data-driven design solutions.

Strong ability to translate complex business goals into seamless User experim

Expertise in user research, wireframing, prototyping, and iterative design workflows

Proficient in creating and evolving scalable design systems for consistent brand experience across multiple products.

Passionate about staying up to date with emerging tools, UX Patterns, and best practices in the digital design landscape.

Employment History

UI/UX Designer - Center Systems(CS)

Jan 2023 - Present

- User Analysis with stakeholders
- Translate user needs into Hi fidelity mockup & workflows.
- Interaction Design
- Created user flows, wireframes, and low-fidelity prototypes to visualize the user journey.
- Designed high-fidelity mockups and interactive prototypes to enhance user experience.
- Collaborated with developers to ensure seamless implementation of design solutions.
- Iterated on designs based on user feedback and testing results.
- Created responsive layouts and ensured accessibility standards were met for diverse user groups.
- Collaborated with developers to ensure seamless implementation of design solutions.
- Participated in agile sprints and regular design reviews

Jr. UI/UX Designer - Amazon (Contractual)

July 202 - Jan 2023

- Assisted in designing intuitive user interfaces for web and mobile applications, supporting senior designers on key features and enhancements.
- Created wireframes, mockups, and prototypes using tools like Figma, Sketch and Adobe XD to visualize and iterate on ideas.
- Conducted basic user research through surveys, usability testing, and feedback sessions to inform design decisions.
- Maintained and updated components in the design system to ensure consistency across platforms.
- Gained hand-on experience with accessibility guidelines (WCAG) and responsive design principles.

Competency

Product Designer

UX Designer

UI Designer

UX Engineer

Skills

Design:

Wireframes

Prototyping

Vision Presentation

Hi Fid Mockups

Style Guides

Prototyping:

Rapid Prototyping using
Adobe XD,
Sketch app,
Figma

Tools

Figma

Adobe XD

Adobe Photoshop CC

Adobe Illustrator CC

MS Power point

MS Word

MS Excel

Personal Skills

Result Focused, Adaptability

Collaborator, Problem Solving, Friendly & Approachable

Education

Hitech College of Engineering & Technology

Bachelor of Technology - Civi

Narayana Jurior College

Intermediate- MPC

Gowtham Model School

SSC

Languages

English

Telugu

Hindi

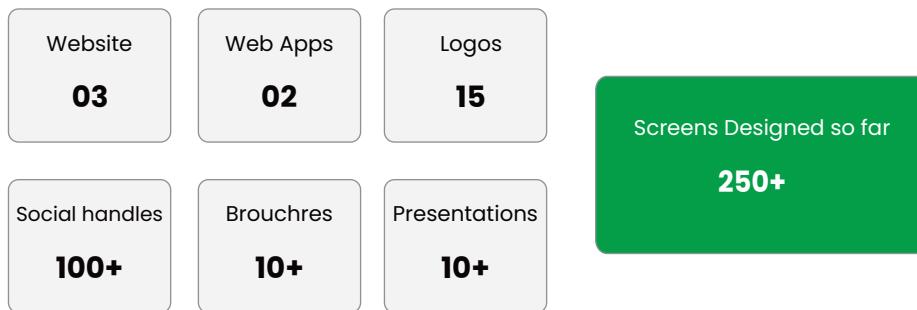
Employment History

Graphic Designer - Dwaraka Groups

Freelancer

- Designing logos that adhere to the golden ratio principles.
- Developing creative content for social media platforms like Facebook and Instagram.
- Designing and producing print media materials such as brochures, magazines, and office stationery.
- Managing and enhancing company website with creative and visually appealing design.
- Developing a visually engaging PowerPoint presentation using creative design techniques.
- Developing mood boards to guide the branding and product design process for stakeholders.

Projects Delivered so far



For Project Links Please Feel free to contact.

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