

EXPERIENCES

Lead Product Designer

Tech Mahindra, Hyderabad | August 2021 - Present

- Designed brand applications like MTN (South Africa) , Rajasthan Royals, IPL, eSports (Saudi Arabia)
- Design and implement Healthcare apps from initial conceptualization to launch.
- Create all low & high fidelity wireframes, sketches, and mocks to communicate user flows and interactions. Collaborate with other designers to ensure consistency with other products in the platform.
- Work closely with PMs, Business analysts and Researchers from conception to early implementation.

Lead UX UI Designer

Carbanio.com, Hyderabad | Mar 2020 - August 2021

- Designed Carbanio B2B chemical E-Commerce website (www.carbanio.com).
- Designed CarbanioPlus commercial website (www.carbanioplus.com).
- Designed & Developed Carbanio Seller Pages (in.carbanio.com/sell-on-carbanio).
- Designed and Developed Carbanio's Buyer Pages (in.carbanio.com/buyer).
- Designed & Developed Manufacturer Pages (in.carbanio.com/manufacture-home).
- Designed and Developed Carbanio's Additional Pages (in.carbanio.com/why-carbanio).
- Designed overall admin dashboard for Carbanio.

Sr. UX UI & Designer

Narayana Groups (nSpira), Hyderabad | May 2019 - Mar 2020

- Designed nConnect mobile application from usability case studies.
- Evaluated current branding, products and company details to create new style guides, and present alternative styles and dashboard designs.
- Created storyboards and personas as per users, and incorporated them into design decisions, resulting in an improved and significant design creation.
- Designed nConnect mobile application from usability case studies.

UI UX & Graphic Designer

Skandhanshi Infra Project, Kurnool | April 2017 - May 2019

- Worked on web logos, venture graphics, social media graphics and banners, static and rich banner ads, email campaigns, and email templates, offline marketing collaterals such as brochures, banners, leaflets.
- Planned and proposed innovative solutions for web-based experience.
- Designed a desktop dashboard for revenue forecasting for internal client.
- Redesigned company website to deliver a more usable and delightful experience.

Graphic & Visual Designer

Al-Qadah Trading Company, Dubai | Feb 2015 - Feb 2017

- Visualised, designed and developed creative graphics, design concepts and layouts. Tested and improved the design of the website. Maintained the appearance of the website by enforcing content standards. Designed original graphics with unique colors, shapes, and typography fonts.

Graphic Designer & Video Visualiser

Sri Shiridi Sai SITI Digital, Tadipatri | July 2012 - Jan 2015

- Maintained consistency of brand and creativity across digital customer touchpoints. Worked on various slide ads, picture ads, festival ads and more...

ABOUT ME

I am an innovative UX UI Designer with more than **11+ years of design experience** and a background of Creative Design.

Passionate about aesthetics and the human mind, I use my skills in order to help the people to achieve their goals.

SKILLS (I'M GOOD WITH)

Interface Design & Micro Interactions

Design Thinking & Strategy

Wireframing & Prototyping

User Flows & Journeys

User Personas & Research

Card Sorting & Affinity Analysis

Low to High Fidelity Design

Competitive Analysis

Heuristic Evaluation

Usability Testing & A/B Testing

Web, Mobile & Dashboard Designs

Front-End (HTML, CSS, Bootstrap)

TOOLS I USE

Figma

Sketch

Adobe XD

Lottie Animation

InVision

Illustrator

Photoshop

After Effects

Adobe Premiere Pro

Visual Studio Code

FlowMapp

EDUCATION & CERTIFICATION

Bachelor of Commerce - BCom

Vinayaka Missions Sikkim University, Tadong

User Experience (UX) Design

Google UX Design Certificate

AI Multimedia

Vocational Course in Graphic Design