

AMARESH KURUBA

INTERACTION DESIGNER, UI/UX DESIGN,  
PRODUCT DESIGN, UX WRITER

PHONE : (+91) 990 1372 139

EMAIL : amar.ux03@gmail.com

PORTFOLIO LINK : <https://kurubaamaresh.framer.website/>

ABOUT ME

With over 10 years of experience in UI/UX design, I specialize in crafting seamless user experiences for mobile apps, websites, dashboards, TV interfaces, and design systems. I work with start-ups and industry leaders alike, driving exceptional user journeys through creative and user-centered design solutions.

EDUCATION

Sri Krishnadevaraya University

Bsc - Computers

June 2011 - March 2014

UX Design - Design Boat

2016

SKILLS

**Design Principles:** User-Centered Design (UCD), Responsive Design, Accessibility

**Design Process:** Information Architecture, Wireframing, Prototyping, Usability Testing, User Research & Personas, User Flows & Journey Mapping, WCAG Compliance

**Coding Knowledge:** HTML, CSS

**Design Specialties:** CRM, ERP, Dashboards, Design Systems, UX Writing, Gamification

**Domains:** Healthcare, E-commerce, SaaS, Finance, Automotive, Renewable Energy, IoT, Logistics

TOOLS

**UI/UX Tools:** Adobe XD, Figma, Sketch, Framer, Axure, Balsamiq, Miro, Maze

**Project Management Tools:** Jira, Slack, InVision, FigJam

**AI & Productivity :** ChatGPT, Generative AI, DALL-E

UX Design Expertise

USER RESEARCH:

- ◆ Conduct user research through interviews, surveys, usability testing, and analytics to identify user needs, pain points, and behaviors.
- ◆ Develop user personas to represent different user groups and inform design decisions.
- ◆ Create user journeys, task flows, user flows, and competitive analyses aligned with industry trends.

DESIGN EXECUTION & DOCUMENTATION:

- ◆ Design sitemaps, user flows, and information architecture to define product structure and navigation.
- ◆ Develop high-fidelity UI designs, including layouts, typography, color schemes, and UI elements that align with brand guidelines.
- ◆ Iterate on designs based on user feedback and usability testing results.
- ◆ Document design philosophy and provide detailed annotations for developers to ensure seamless implementation.

COLLABORATION & LEADERSHIP

- ◆ Gather requirements by collaborating with product, engineering, and business teams.
- ◆ Present design concepts and articulate design rationale to stakeholders.
- ◆ Work closely with cross-functional teams to ensure design alignment and a successful product launch.
- ◆ Mentor and guide junior UX designers, providing feedback and coaching to enhance their skills.

EXPERIENCE

Freelance

July 2024 - Present - Bangalore (Full-Time)

Senior UX Consultant

- ◆ Designed user-centric solutions for diverse clients, improving usability and engagement for web and mobile applications.
- ◆ Conducted user research, wireframing, prototyping, and usability testing to align designs with client goals and user needs.
- ◆ Developed scalable design systems and reusable components to ensure consistency across projects.
- ◆ Delivered high-quality designs using tools like Figma, Adobe XD, and Sketch, meeting tight deadlines and budgets.
- ◆ Advised clients on UX strategies, enhancing workflows and optimizing user journeys.
- ◆ Collaborated with cross-functional teams to align design vision with business objectives.

Epsilon Data Management LLC

May 2022 - April 2024 - Bangalore (Full-Time)

Senior UX Designer

- ◆ Designed healthcare apps, dashboards, and patient discharge systems, conducting **user journeys, flows, IA, and wireframing**.
- ◆ Contributed to the **Incredible India AI chatbot** for tourism, enhancing user engagement and virtual assistance.
- ◆ Led the **Novartis iPad app design**, refining CRM systems and integrating insights from HCPs.
- ◆ Developed a **component library** for Novartis & GSK Haleon, reducing design inconsistency by 40%.
- ◆ Improved business trial **conversion rates** by redesigning onboarding strategies.
- ◆ Enhanced **Zoetis website navigation**, cutting task completion time by 20%.
- ◆ Created a design system for **GM Financial**, ensuring cross-platform visual consistency.
- ◆ Delivered **email templates** that boosted member visits by 48% and exceeded industry open-rate benchmarks by 2.4x.

UL India

Jan 2020 - May 2022 | Bangalore (Full-Time)

Senior UI/UX Designer

- ◆ Led the WRAP and Digital Inspection Platform (DIP) product lifecycle from research to testing.
- ◆ Improved dashboard engagement by 40%, collaborating with global clients like Iberdrola and Homer Energy.
- ◆ Reduced user errors by 50% by redesigning wind and solar project tools to be more intuitive.
- ◆ Boosted mobile satisfaction by 30% with responsive designs, ensuring consistency across devices.

Valorem Stack Private Limited

Sep 2019 - Dec 2019 | Bangalore (Full-Time)

Product Designer

- ◆ Maintained design systems for the myBillBook platform with over 5M+ downloads.
- ◆ Optimized onboarding processes, reducing drop-offs by 20% and increasing first-week engagement by 30%.
- ◆ Conducted usability testing to redesign dashboards, improving task completion rates by 25%.
- ◆ Introduced customizable invoicing templates, driving a 25% increase in customer acquisition.

360 Nautica LLP

Feb 2017 - Jul 2019 | Bangalore - Qatar (Full-Time)

UI/UX Team Lead

- ◆ Drove the entire Q-Tickets app experience, increasing ticket booking conversion rates.
- ◆ Led Q-Tickets & Atpik website redesign, reducing bounce rates by 20% & boosting engagement by 30%.
- ◆ Streamlined the booking process, cutting steps from 5 to 3 and increasing transaction completion by 25%.
- ◆ Partnered with Qatari government clients, including Qatar Museums, delivering custom UX solutions.
- ◆ Enhanced Monoprix Qatar's mobile site, reducing load times by 40% and increasing transactions by 25%.

Vensi Inc

Jan 2014 - Dec 2016 | Hyderabad (Full-Time)

UI Designer

- ◆ Designed IoT-integrated solutions with Bluetooth and cloud technology for enhanced interactivity.
- ◆ Created responsive websites and mobile apps across industries, showcasing versatility.
- ◆ Coordinated with US-based teams to manage projects efficiently and ensure smooth delivery.