**AYODHYA PENDEM**  
**LEAD | SCRUM MASTER | VISUAL DESIGNER | FOR UI AND UX | BUSINESS ANALYST**  
+91 98660 32006 | ayodhyapendem@gmail.com | Hyderabad, Telangana, India | [Portfolio](https://ayodhya.savrdesign.com/) | [LinkedIn](https://www.linkedin.com/in/ayodhyapendem/)

With 17 years of experience, I’ve worked extensively with Scrum teams. I specialize in evaluating performance, identifying client needs, and building strong relationships. My skills include analyzing complex IT projects, collaborating with stakeholders, and creating techie specifications. As a dynamic and active technocrat, I’ve successfully shaped major systems, enhancing service delivery excellence in User Interface and User Experience Design platforms.

# Skills

* **User Interface (UI) Design and Development**

User Research, Wireframes and Prototyping, Visual Design, UI Development, Interaction Design, Responsive Design, Usability Testing, Continuous Learning, and Iteration.

**Tech Skill:** Web application and Mobile application, React JS(Front-End), HTML5, CSS3, MDB Bootstrap 5, WordPress, SEO Optimization and AI tools like Chat GPT & Copilot. Basic Knowledge in the Power App, App Services, and Power BI

* **User Experience (UX) and Design**

Understanding User Needs, Creating User Personas, Wireframing and Prototyping, Visual Design, Interaction Design, and Iterative Design Process.

**Tech Skill:** User Experience Design (UX), Wireframing, Adobe XD and Figma

* **Graphic Design**

Visual Communication, Typography, Color Theory, Layout and Composition, Brand Identity, Print Design, Digital Design, Illustration and Photography, and Creativity and Problem-Solving.

**Tech Skill:** Adobe InDesign, Adobe Photoshop, Adobe Illustrator and PowerPoint Presentation

* **Scrum Master (Certified from Scrum Alliance)**

Agile Software Development, Scrum (Software Development), User Story, Scrum, Product Backlog, Sprint Planning, Sprint Retrospectives, Continuous Improvement, Definition of done, Facilitating Scrum Events, Agile SDLC Methodology, Removing Impediments, Coaching and Mentoring.

* **Business Analyst**

Business Process Analysis, Process Analysis, Drafting Documents, Requirements Gathering, Acceptance Criteria, Feature Definition, Product Road Mapping and Analytical Skill

* **Azure DevOps Consultant**

Source Control Management (SCM), Continuous Integration (CI), Continuous Deployment (CD) and Collaboration and Communication

* **Domain Knowledge**

Information Technology, Medical, Internal website, E-Commerce, and Social Media.

# WORK EXPERIENCE

**Cigniti Technologies – Lead**  
Nov 2022 – Present  
Leading Cigniti's UX/UI design team, aligning tasks with project goals. Translate product vision into user-centered designs, handle website maintenance, and create campaigns. Stay updated on trends, championing user needs from concept to delivery.

* Guide Cigniti's UX/UI design team, managing their tasks and objectives.
* Collaborate closely with C-suite for project understanding
* Focus on translating product vision into detailed user-centric designs
* Use user research insights for informed design choices
* Manage website maintenance, UI changes, and WordPress sites
* Develop and execute campaigns, events, and newsletters
* Design and implement landing pages
* Stay updated on industry trends and share knowledge
* Advocate for user needs and design best practices
* Drive UX/UI design from concept to delivery

**Skills:** User Interface (UI) Design and Development, User Experience (UX) and Design, Web Development, Responsive Web Design, Web Design, WordPress Development, Wireframing, Visual Design, Continuous Learning, and Iteration, HTML5, CSS3, MDB Bootstrap 5 and SEO Optimization

**C2S Technologies – Senior UI/UX Designer | Business Analyst**  
Nov 2018 – Sep 2022   
As a business planner, I develop strategies, analyze operations, design interactions, collaborate with coders, plan campaigns, manage social media, and enhance performance.

* Develop business planning using requirements such as scope, processes, alternatives, and risks.
* Analyse the client’s business fundamentals and processes through document analysis, meetings, workshops, and a workflow analysis.
* Communicate client’s business requirements by creating easy-to-understand data and process models.
* Design user-cantered interaction models, wireframes, or screen mock-ups
* Design logos, icons, and infographics
* Have basic coding knowledge so they can work together with coders
* Planning digital marketing campaigns, including web, SEO/SEM, email, social media, and show advertising
* Managing our social media presence across all digital channels.
* Measuring and communicating on the performance of all digital marketing campaigns

**Skills:** HTML, CSS, Bootstrap, Angular, Adobe XD, Adobe Photoshop, Adobe Illustrator and Adobe InDesign

**Knowledge gain:** Ionic Angular, App Creation, Shopify, Azure DevOps, Scrum master, Agile and Business Analyst

**TECH STAR GROUP** – Senior UX/UI Designer (Senior Digital Designer)  
April 2016 - November 2018

As part of my role, I am accountable for conceptualizing, designing, and executing the visual elements of diverse online campaigns. Additionally, I specialize in crafting interactive and engaging content tailored to consumer preferences and needs.

* Conduct usability research and develop user-friendly digital solutions.
* Collaborate with Business Groups and Development teams to ensure design alignment with product and business strategies.
* Partnered with Product Engineering Team to produce wireframes, clickable prototypes, and designs.
* Gain insights into target users' needs by utilizing Adobe tools for HTML and CSS extraction.
* Skilled in Adobe XD Clickable Prototyping and Photoshop for design proficiency.

**Skills:** HTML, CSS, Angular, Adobe Photoshop, Adobe Illustrator and Adobe InDesign  
**Knowledge gain:** Angular and Bootstrap

**TECH MAHINDRA** – Digital Designer (Senior Subject Matter Expert)  
May 2010 - March 2016

As a Senior Principal UX Designer, my role involved meeting business goals through tasks like talking to individual users, making sketches and models, planning how users move through a website or app, designing how things look, and creating logos.

* Established project standards and processes for UI design to guide developers
* Collaborated with different teams such as marketing and developers
* Worked with directors and stakeholders to set business goals
* Developed presentations for iPad use

**Skills:** HTML, CSS, Angular, Adobe Photoshop, Adobe Illustrator and Adobe InDesign  
**Knowledge gain:** Digital Material creation, HTML, CSS and jQuey

**EYANTRA INDUSTRY LIMITED – Senior Graphic Designer**   
October 2009 to April 2010

* Extensive professional background as an interactive Web designer and user experience designer with a focus on human-computer interaction
* Proficient in user experience design with a solid understanding of web application technologies
* Demonstrated expertise through a professional portfolio showcasing creativity, problem-solving skills, and a track record of successful project deliveries

**Skills:** HTML, CSS and Adobe Photoshop

**ILABS GROUP**June 2007 to Oct 2009  
**Ochre-Media Pvt. Ltd. (Part of ILABS Group) – Visualizer and Designer**Creating graphic designs from start to finish, including concept development and finalization. Specializing in magazine design for publications such as Asian Hospital & Healthcare Management, Pharma Focus Asia, and Auto Focus Asia.

**Visage Media Services Pvt. Ltd. (Part of ILABS Group) – Production Executive**Enhancing image colors and creating visually appealing graphics. Providing modeling services for image banks.

**Skills:** Adobe Photoshop, Adobe Illustrator, and Adobe InDesign

**Academic Qualifications**2024 – Scrum Master (Scrum Alliance)  
2022 – MBA (Studying)  
2006 – Bachelor of Commerce  
1996 – Board of Intermediate  
1993 – School of Secondary Certificate

**Awards**Best Designer (Ochre-Media)ERA Award 2012 (R & R) (Tech Mahindra)  
SPOT Award 2015 (Tech Mahindra)  
Associate of the Month 2015 (Tech Mahindra)

Date:  
Place:

(Ayodhya Pendem)