Ram Boddepalli

**People ignore design, rest all history!**

Hyderabad, Telangana

-Email id: [test6@mail7.io](mailto:test6@mail7.io)

Phone no: 83489349

Personal Details

**Date of Birth:** 1981-11-28

**Eligible to work in:** India

**Highest Career Level:** 5+ years experience

**Industry:** Advertising, PR, MR, Event Management, Arts & Entertainment, IT Operations & Helpdesk, Information Design & Documentation, Internet, Ecommerce, Other, Project Management, Software Development, Technology

**Total years of experience:** 16

WorValue Momentum k Experience

**Lead UI/UX Designer**

- Hyderabad, Telangana

June 2022 to Present

Working with ValueMomentum Pvt. Ltd.

From June-22

Working as a Tech Lead (UI UX), Through this opportunity i aimed to empower support for both right and left brained folx in our company through coaching, mentorship, events, and knowledge sharing sessions and collaboratively working on creative solutions.

Glovision Tecno Services Pvt. Ltd.

24+ months’

Got the role as Head of Design – UI UX, Here I am working with a team of creative designers and collectively producing user-centered creative solutions for all types of digital platforms (mobile/desktop/ TV, etc.)

Responsibilities:

• Creating user-centered designs by understanding business requirements, and user feedback • Producing high-quality UX design solutions through wireframes, visual and graphic designs, flow diagrams, storyboards, site maps, and prototypes.

• Translating requirements into style guides, design systems, design patterns and attractive user interfaces

• Designing UI elements such as input controls, navigational components and informational components • Creating original graphic designs (e.g. images, sketches and tables)

• Identifying and troubleshooting UX problems (e.g. responsiveness)

• Collaborating with the marketing team, and internal and external designers to ensure the creation and delivery of tailored experiences for the digital user.

• Incorporating customer feedback, usage metrics, and usability findings into design in order to enhance user experience

• Investigating user experience design requirements for our suite of digital assets. • Developing and conceptualizing a comprehensive UI/UX design strategy for the brand. • Testing UI elements such as CTAs, banners, page layouts, page designs, page flows, and target links for landing pages.

• Heuristic Evaluation.

Worked as a (Freelancer) Design Consultant for Clients

30+ months’

I started my career as a creative consultant for my clients from March-2018 till Nov-2020 I worked for several clients on their design solutions, it’s a challenging one, and handled multiple projects on same time.

Intrust Global Pvt. Ltd. (Websplanet)

16+ months’

Got the role as UI / UX Consultant, Here I worked as a creative art director (work from home) and provided the top “material design” solutions to the Websplanet team

Associated with intrust global immediate release from TCS, I body shopped to Websplanet team – Israel. Responsibilities:

• Build wireframes and storyboards to conceptualize design from end to end.

• Define visual elements, product elements, and overall design

• Develop overall brand for the project (logo, colour scheme and other elements) • Brainstorm to enhance designs.

• Manage design wireframes, mock-ups.

• Extend brand to intuitive interactive model and user experience.

• Develop clean well executed design concepts.

• Coordinate with development team on design and prototype of new interfaces. • Coordinate with UI programmer to strategize and execute user interfaces.

• Translate user requirements into usable interfaces aligning with business goals. • Perform UI client presentations at various project stages.

• Coordinate with technology teams, business analysts and developers.

• Test the beauty of the interface by users. Then record the user feedback

TATA Consultancy Services

17+ months’

Joined in TATA group on 17-June-2015 as a Creative Manager and 8+ years of hibu experience really helped me in mentoring 200+ designers with a team of 6 creative leads, and I enjoyed my work till November-2016.

Responsibilities:

Maintains an open line of communication with artists, other Creative leads, Team Leaders and Department heads, liaises with onshore team and communicates local team requirements, effectively present and facilitate website entries with on shore for reviews, regularly reports and updates department heads regarding team performance, Assessment of new hires for ops endorsement.

• Inspire and coach designer in building websites that are aesthetically pleasing • Provide real time feedback to designer on areas of improvement

• Provides a training on design improvements

• Conducts training rollout topics and schedules relevant to the best practices • Understands US/UK contextual knowledge requirements

• Acts as a resource person in providing web tools to effectively build websites. • Primarily accountable in maintaining the design quality

• Escalate all design related issues with onshore team

• Focus on continuous improvement in terms of design quality

Hibu India Pvt. Ltd. – Yell Adworks – Pindar India

12+ years’ experience in delivering creative solutions for top clients in Hibu India Pvt. Ltd. Proven experience driven me in this organization,

Joined on 16th August ’05

Joined as Creative Designer >> Team lead >> Sr. Team lead >> Sr. Creative lead >> Creative team manager…

Even a sound knowledge in design Hibu given me an opportunity to lead the team of 300 designers which was a turning point

Education

**Adobe & NASSCOM in UI UX Design**

Future Skills

January 2022 to May 2022

**Diploma in Graphic Designing**

Andhra University - Visakhapatnam, Andhra Pradesh

April 2001 to June 2019

Skills / IT Skills

• Ability to Think Big, Keeping an Eye on the end Goals, Turning "not possible" into "let's find a way, Seeing creativity from a business perspective, Soaking up culture, finding inspiration absolutely everywhere, Harmonizing a variety of personalities, Converting small ideas into reality, Connecting the dots Material Design, Human Centric, Doodle Creation, Wire framing, Prototyping, Story Telling, Usability Testing, Competitive Analysis, User Surveys, User Interviews, Persona Creation, Bridge Gaps, Simple and Effective Design Solutions, Style Guides, Visualization, Turning Inspirations into Creative Ideas, Adobe Creative Suite, Typography, Colour Theory and Trends.

• UI

• UX

• Product Design

• Designing

• Adobe Photoshop

• Adobe Illustrator

• Graphic design

• Adobe InDesign

• Adobe Creative Suite

• Communication skills

Languages

• English - Fluent

Online Profile

https://www.behance.net/boddepallif33a https://www.linkedin.com/in/ram-kumar-26609b151

Certifications and Licenses

**Adobe & NASSCOM UI UX Professional** June 2022 to Present

Professional UI UX designer