



# Venkatesh Kesanakurthi

UI/UX & Product Designer

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Creative and detail-oriented UI/UX Designer with 4+ years of experience crafting intuitive digital experiences across web and mobile platforms. Proven ability to translate user needs into elegant design solutions using modern design tools and front-end technologies. Strong collaboration with cross-functional teams to deliver user-centered products that drive engagement and usability.

## Skills

### UX Research & Design Process

User research (interviews and surveys), personas, user flows, journey mapping, information architecture, wireframing, prototyping, usability testing, accessibility (WCAG).

### UI & Visual Design

Responsive web and mobile design, design systems, component libraries, interaction design, typography, iconography, design for e-commerce and dashboards.

### Tools

Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Davinci Resolve (for video editing), WordPress and Framer(for web development).

### Web Technologies

HTML, CSS, React.js, CMS implementation (WordPress).

## Work Experience

### InfocusRx Marketing and Communications Pvt Ltd

December(2021) ~ Present

- Lead end-to-end UX and UI design for 40+ healthcare websites and web portals, improving task clarity and navigation for diverse medical student and clinician user groups.
- Conduct user research (interviews, surveys) with medical students to uncover behaviours, needs, and pain points, feeding insights into user flows and interfaces that reduce friction in learning and content discovery.
- Design responsive web dashboards and portals with intuitive layouts and interaction patterns, ensuring consistent experiences across desktop and mobile.
- Improve accessibility by aligning designs with WCAG guidelines, enabling more inclusive experiences for users with varying abilities.
- Create wireframes and interactive prototypes in Figma and Adobe XD to validate concepts early with stakeholders and users, reducing rework in development.
- Collaborate closely with developers to ensure pixel-perfect implementation, clear handoffs, and design feasibility, resulting in more predictable delivery timelines.
- Translate approved UI into functional front-end using React, WordPress, and other CMS platforms, optimizing performance and maintaining visual consistency.
- Designed and supported an e-commerce healthcare portal by mapping user journeys, identifying checkout pain points, and iterating flows to improve usability and satisfaction.

### Freelance UI/UX Designer & Web Developer

November(2018) ~ December 2021

- Designed and shipped custom websites for business and personal clients, focusing on responsive layouts, clear information hierarchy, and brand-consistent visual design.
- Turned approved UI mockups into fully functional websites using WordPress and hand-coded HTML/CSS, ensuring cross-browser compatibility and fast load times.
- Worked directly with stakeholders to define requirements, propose UX solutions, and iterate quickly based on feedback, strengthening communication and project ownership skills.

## Key Projects

### Recruitment Platform /Job Portal (Website)

I designed and developed a responsive website for a recruitment agency that hires people for the MENA region. The agency places talent across over multiple companies in Saudi Arabia and the MENA region.

- Implementing and leading an end-to-end design process which includes WCAG compliance, wireframing, prototyping, user interviews, personas, and journey mapping to optimize job search and boosting user retention.
- Conducted stakeholder interviews with job seekers, employers, and agency staff from Saudi Arabia to map pain points like complex applications and language barriers.

### Camera E-commerce Mobile App

- Designed complete end-to-end UX for a mobile app focused on camera discovery and purchase, including user flows, wireframes, and high-fidelity screens.
- Structured navigation and product detail views to support comparison and decision-making, making it easier for users to move from browsing to checkout.

### E-commerce Website Redesign

- Redesigned an existing e-commerce website to simplify navigation, clarify product information, and streamline checkout steps, leading to higher user engagement and better conversion rates.

### Bankatlal Badruka College for Information Technology - Kachiguda, Hyderabad

## Achievements

- Awarded "Best Employee of the Year" for delivering innovative UI/UX solutions that significantly improved user engagement and client satisfaction.
- Received a 35% salary increment in recognition of consistent on-time delivery, ownership, and high-quality design outcomes across projects.