



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.
- Introduced clearer visual hierarchy and more consistent components, reducing cognitive load and making key actions more discoverable.

Education

Master of Computer Applications(MCA)

2021~2023

Osmania University - Hyderabad

B.Sc(MSCS)

2015 ~ 2018

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.