Tadala Siddhartha *UI/UX Designer*

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Profile

UI/UX Designer with 6 years of experience, including 3 years in graphic design and 3 years in UI/UX, crafting user-focused web and mobile experiences. Skilled in user research, wireframing, prototyping, and design systems, with expertise in modern tools like Figma, Adobe XD, and AI-powered design solutions. Proven ability to translate complex ideas into intuitive, impactful interfaces that enhance usability, brand presence, and business outcomes.

Professional Experience (6+ Years)

Education

2018 – 2019 Chennai, india	**PG.diploma(VFX)** *ICat College*	
2015 – 2018 payakaraopeta, india	**B.com(computers)** *Sri prakash Degree College*	
2013 – 2015 PayakaraoPeta, india	**intermediate** *Sri prakash*	
2012 – 2013 Tuni, india	**10th** *Bhashyam*	

Professional Experience

2019 – 2020
Hyderabad, india

Motion Graphic Designer
Annapurna Studios
Created logo animations, title animations, and advanced motion graphics for film and media projects.
· Designed and executed tracking motion graphics to enhance visual storytelling.
· Collaborated with creative teams to ensure brand alignment and high-quality output.

2021 – 2023
hyderbad, India

Graphic Designer , UI/UX designer
Aadhan pvt Media
Produced logo animations, posters, and graphical assets for multimedia campaigns.
· Designed UI/UX layouts for web and mobile applications, ensuring seamless user journeys.
· Edited videos and integrated special effects for promotional and marketing content.
· Utilized AI-powered design tools (MidJourney, Adobe Sensei, Runway ML) to enhance creative workflows and speed up asset generation.

2023 – 08/2024
Hyderbad, India

UI UX Designer
Ybrant Media
· visually appealing web layouts and optimized UI components for user engagement.
· Designed social media content for multiple platforms, improving brand visibility and engagement rates.
· Created Managed brand presence and growth through data-driven social media strategies.
· Used Figma AI plugins, Canva Magic Design, and ChatGPT for rapid content ideation and wireframing.

09/2024 – present
Hyderabd, India

UI UX designer
BSTL Global Solutions
Designed intuitive and engaging user interfaces for web and mobile applications, enhancing usability and accessibility.
· Created wireframes, prototypes, and user flows to communicate design concepts effectively.
· Maintained visual consistency across products using brand guidelines and modern UI trends.
· Developed high-conversion digital banners for marketing campaigns, increasing engagement.
· Collaborated with developers, product managers, and stakeholders for seamless delivery.
Leveraged AI-assisted prototyping tools (Uizard, Galileo AI) to speed up design iterations.

Skills

UI/UX & Product Design
· Web & Mobile UI Design
· Wireframing, Prototyping & Usability Testing
· UX Research, User Flows & Interaction Design
· Design Systems & Style Guides
· Micro-interaction & Motion Design

Web & Development Basics
· HTML, CSS, Responsive Design
· Version Control (Git, GitHub)

Design Tools & Software
· Figma, Adobe XD, Sketch, Photoshop , Miro , Framer, Adobe illustrator ,
· Adobe After Effects, Premiere Pro (Video Editing)
· Blender, Autodesk Maya (3D Modelling & Animation)

AI-Powered Design & Productivity Tools
Blending creative design expertise with AI-driven tools to deliver engaging, user-centered digital experiences.
 · MidJourney & Stable Diffusion (AI Visual Design)
· ChatGPT, Jasper AI (Content & UX Copywriting)
· Runway ML, Pika Labs (AI Video & VFX)
· D-ID, Synthesia (AI Avatars & Presentations)
· Leonardo AI (Creative Asset Generation)

Projects

2025 – 2025

Autorent
A car rental company
Research & Analysis , Information Architecture & Wireframing , Visual & Interaction Design, Booking Flow & Conversion Optimization , Visual Assets & Branding , Testing & Iteration, Key Outcomes .

2025 – 2025

Vinfast ⧉
EV Electric Car Website
Research & Analysis , Information Architecture & Wireframing , Visual & Interaction Design, Booking Flow & Conversion Optimization , Visual Assets & Branding , Testing & Iteration, Key Outcomes .

2025 – 2025

BIG
(Bahwan International Group)
Research & Analysis , Information Architecture & Wireframing , Visual & Interaction Design, Prototyping ,Visual Assets & Branding , Testing & Iteration, Key Outcomes .

2024 – 2024

Motamad Cars ⧉
Pre Owned Cars
Research & Analysis , Information Architecture & Wireframing , Visual & Interaction Design, Booking Flow & Conversion Optimization , Visual Assets & Branding , Testing & Iteration, Key Outcomes .

Languages

- English
- Telugu
- Hindi
- Tamil

Courses

2023 – 2024
Hyderabad, india

MERN Full Stack
CareerXclub

Interests

- Gaming ⬈
- Travelling
- Adventures
- New Tech