



# Jyothsna Kothapalli

UI Designer/Developer

Mobile: +91 6300060740, 9686668491

E-Mail: raniikothapalli@gmail.com

Focused & goal-oriented professional, targeting assignments as **UI Designer & Developer** that enables the use of technical & leadership skills to positively contribute to the organization, preferably in **Hyderabad & Bengaluru**

## Profile Summary

- **Advanced UI Technologist** with **nearly 4 years of qualitative experience** in designing & developing **high-end UX & UI**
- **Developed Micro-interactions/** Animations to enhance Usability, High-fidelity Interactive Prototypes
- Created communication mailers for IBM, VMware, AutoCAD, Amazon, RBL Bank ILABS, and presently creating internal communication mailers for Infosys
- **Created responsive mailers** which will work in every email client, including all the new smartphone mail clients and apps, and used minimal media queries and a fluid width approach to ensure maximum compatibility
- Participated in various phases of **Product Lifecycle** right from information architecture, requirement gathering & analysis, effort estimation, wireframes, styles guides, look-and-feel, final layout and redlines for maintaining quality
- Transformed Design Mock-ups into Cross-browser Compatible HTML/CSS Layouts with Semantic, W3C Standards-Compliant HTML
- **Skilled in all aspects of User Experience** with rich experience in interaction design, visual design, usability, user research, and content development
- Experience in creating **Wireframes, Mockups, and Prototyping using Adobe XD**
- Proficient in developing **Responsive Designs for all Devices and Desktops using Bootstrap & Media Query**
- Knowledge of **Angular Framework & Angular Material Design**
- Familiarity with modern **HTML, CSS, Photoshop, Illustrator, Corel Draw, Bootstrap, JavaScript, Angularjs, NodeJS, MongoDB, and Premier Pro**
- **Excellent communication, analytical & aesthetic skills;** capable of engaging with cross-functional individuals to maximize levels of productivity

## Core Competencies

UI/UX Development  
Design Development  
Agile Methodology

Angular Frameworks  
Creative Direction  
Client Engagement

Requirement Gathering  
Responsive Design  
Email Design & Development

## Work Experience

Dec'18 - Feb' 21	Nityo Infotech Services Pvt.Ltd (Client: Infosys)	UI Designer
Apr'17 - Oct'18	Erfolg Pvt. Ltd.	UI Designer

## Key Result Areas:

- Translating concepts into user flows, wireframes, mockups, and prototypes lead to intuitive user experiences
- Beautifully-designed communication mailers will ensure your audience will enjoy opening your emails—and maybe even look forward to receiving them
- Use relevant fonts that resonate with the target audience and captivate readers with compelling headlines
- Embed a colorful QR code on your mailer that takes scanners to an exclusive exciting offer and Use an extra-large postcard size
- Creating a design that's simple, yet effective, Browsing through several design templates, and also plan for several mailings
- Analyzing design briefs, determining requirements, and conceptualizing designs/visuals based on the requirements
- Facilitating client's product vision by researching, conceiving, sketching, prototyping & user-testing experiences
- Designing & delivering wireframes, user stories & journeys, and mockups optimized for a wide range of devices

- Identifying design problems and devising elegant solutions for the same and making design & user-experience decisions related to core, and new, functions and features
- Coordinating with Design & Development Teams to streamline complete Product Development Lifecycle
- Liaising with Front-end Team for successful implementation of critical design-heavy features & modules
- Participating in various User Research to conceptualize & develop new products & features

#### Technologies:

- HTML5, CSS3, Photoshop, Illustrator, Corel Draw, Premier Pro

Jul'16 - Feb'17

Biztime IT Solutions

Full Stack Developer

#### Key Result Areas:

- Interacted with the client's Business and IT Teams to gather, define, clarify and refine requirements; guided the architecture and design of solutions
- Developed front-end architecture and back-end website applications; project baselines, monitoring & controlling projects concerning development, resource deployment, time overruns, and quality compliance to ensure satisfactory execution of projects
- Facilitated requirement scoping, evaluating design/alternatives, resolving issues, and improving process/performance
- Collaborated with a cross-functional team, executed engineering design activities, and delivered value engineered services on schedule and at a predicted cost
- Formulated solutions for given technical specifications; installed application software and deployed customizations; contributing to code reviews

#### Education

---

- B.Tech. in Electronics and Communication in 2016 with 64%
- Diploma in Electronics and Communication in 2013 with 82%
- 10th from Prathiba Public School, Mogalthur in 2010 with 87%

#### IT Skills & Certifications

---

- CSS
- HTML
- JavaScript
- Photoshop CC
- Adobe Illustrator
- Corel Draw

#### Personal Details

---

**Date of Birth:** 16<sup>th</sup> June 1995

**Languages:** English, Hindi & Telugu

**Address:** Jyothsna rani K, D/o: K.V.V. Prasad, d-no: 5-51/1, Kondavari Palem, Mogalthur, West Godavari Dist, Pin-code: 534281