



# Karunanjali Gurram

## UI/UX designer

India-based product designer with 3 Years of experience creating inclusion experiences through research and empathy

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[Portfolio link](#)

## Work experience

Jul 2024 – Feb 2025

### UI/UX Designer & Creative Project Manager

 **Ritchie Media** Digital Marketing agency

Designed and prototyped responsive websites and landing pages using Figma

Provided creative content ideas for various projects, enhancing engagement and audience reach.

## Skills

- >User Research & UX Analysis
- Agile & Design Sprints
- Visual & Interaction Design
- Wireframing & Prototyping

Jan 2023 – July 2024

### Generalist Solo UI/UX Designer

 **Promote easy** Digital Marketing agency

#### Built 0-1 Product on influencer marketing app

- Led the end-to-end design of a 0-1 product (Influencer marketing app) including user research, wireframing, prototyping, and UI design.
- Designed a mobile app and admin dashboard for an influencer marketing platform, improving campaign tracking and user engagement.
- Collaborated with stakeholders to define product vision and user experience.
- Worked closely with developers to ensure seamless implementation of designs.
- Assisted as a Graphic designer, working on branding materials, social media creatives, and marketing assets.

## Software

 Figma

 Adobe xd

 Canva

 Webflow

## Interests

Art & Illustration

Design and DIY

Reading

Dec 2024 – Present

### Freelance UI/UX Designer

#### Enterprise Dashboard UI/UX Designer

- Redesigned Admin Dashboard for a leading global retail company to enhance usability, readability, and data accessibility.
- Ensured consistency with Brand design guidelines while modernizing the dashboard UI.

#### Responsive UI/UX Designer

- Adapted an existing complex web dashboard design to mobile and tablet versions for a leading industrial and infrastructure company
- Ensured responsive layouts and optimized UI components for seamless usability across devices. Maintained design consistency while adjusting interactions and content hierarchy for smaller screens

August 2023 – Sep 2024

### UI/UX Mentor

- Guided and mentored students in the fundamentals of UI/UX design, helping them build a strong foundation in both theory and practice.
- Led hands-on workshops on wireframing, prototyping, user research, and usability testing.