



Karunanjali Gurram

UI/UX designer

UI/UX Designer with 3+ years of experience **building 0→1 products** and **modernizing** enterprise dashboards for **improved usability and clarity**. I specialize in transforming business requirements into intuitive workflows and clean visual systems. Focused on clarity, usability, and creating purposeful product experiences.

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in [Linkedin](#)

💻 [Portfolio link](#)

Skills

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

Work experience

Freelance UI/UX Designer Dec 2024 – Present

- Redesigned Admin Dashboards for a leading global retail company to enhance usability, readability, and data accessibility.
- Adapted an existing complex web dashboard design to mobile and tablet versions for a leading industrial and infrastructure company while maintaining interaction clarity.
- Ensured brand consistency across layouts and component systems.

Ritchie Media Digital Marketing agency

UI/UX Designer & Creative Project Manager

- Designed and prototyped responsive websites and landing pages using Figma
- Provided creative content ideas for various projects, enhancing engagement and audience reach.

Promoteeasy Promote easy

Generalist Solo UI/UX Designer Digital Marketing agency

- Led end-to-end design of an influencer marketing product (0→1) including research, wireframes, prototyping, and UI.
- Collaborated with developers to translate design to usable product interface.
- Designed mobile app + admin dashboard to track influencer campaigns.
- Assisted as a Graphic designer, working on branding materials, social media creatives, and marketing assets.

Odigos Software training institute

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.

Software

Figma

Adobe xd

Canva

Webflow

Interests

Art & Illustration

Design and DIY

Reading