

Lohit Allavarapu

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Summary

UI/UX Designer and aspiring iOS developer with expertise in crafting user-centered designs and building iOS applications using Swift. Skilled at wireframing, prototyping, and implementing modern iOS practices including SwiftUI, Combine, and MVC/MVVM patterns. Strong ability to bridge design and development for seamless digital experiences.

Core Skills

- Swift (Advanced), SwiftUI (Intermediate), Cocoa Touch, UIKit, Foundation, Combine
- MVC, MVVM, Storyboards, XIB, Auto Layout, Size Classes
- iOS HIG, Multithreading (GCD, Async/Await, NSOperation)
- Networking (URLSession, JSON/XML, Alamofire), Push Notifications
- MapKit, CoreLocation, AVKit, AVFoundation, CoreData
- XCTest (Unit & UI Testing), A/B Testing, Crashlytics, CI/CD
- Wireframing, Prototyping (Figma), Usability Testing, Accessibility (WCAG), Design Systems

Tools

- Figma
- Xcode
- Swift (Advanced)
- SwiftUI

Projects/Case studies

Jewellery Product Page Redesign *(Mar 2024—Apr 2024)*

Role: UI/UX Designer | **Tools:** Figma

- **Discovery & Research:**

- Performed comparative benchmarking across 5 jewelry e-commerce sites to capture best practices and usability trends.
- Ran user surveys (~30 responses) and contextual interviews (5 users) to understand decision criteria, motivations, and frustrations.

- **Ideation & Concepting:**

- Facilitated ideation sessions and sketched 15+ layout variations (Crazy 8s) to

explore multiple directions.

- Designed wireframes in 3 iterative stages, balancing clarity and hierarchy, before evolving to hi-fidelity mockups.
- Established a component-based design system: gallery card, variant selector, reinforcing UI consistency and scalability.

- **Design & Prototype:**

- Crafted visual design—typography, color hierarchy, microcopy, spacing—and applied accessibility guidelines (WCAG 2.1 AA).
- Developed an interactive prototype in Figma, complete with micro-interactions (image zoom, variant transitions, and CTA hover).
- Documented design rationale: e.g., choosing image thumbnails over dropdown, CTA placement based on visual scanning patterns.

- **Testing & Validation:**

- Conducted moderated usability tests with 5 participants across 4 core tasks (select variant, view images, add to cart).
- Captured task success, time-on-task, error paths, and participant feedback.
- Iterated design for 2 rounds based on feedback; improved success rate from 70% → 92%, and cut time-on-task by 35%.
- (If applicable) Ran A/B test vs original baseline; redesign achieved 18% higher Add-to-cart conversion.
- Post-launch monitoring over 4 weeks measured scroll depth, bounce rate improvements, and conversion lift.

- **Impact / Outcome:**

- Reduced navigation & decision-making time by 30%.
- Increased user clarity, reduced bounce probability.
- Strengthened trust via visual consistency and accessible experience.

Coffee House Platform / App Design (Jun 2023—Aug 2023)

Role: UI/UX Designer | **Tools:** Figma

- **Discovery & Research**

- Conducted stakeholder interviews and customer surveys (~25 responses) to identify pain points in ordering, customization, and checkout.

- Performed competitive benchmarking across 5 food & beverage apps to spot usability gaps and best practices.
- Created **personas and user journey maps** to highlight friction points such as menu overload, unclear customization, and long checkout flows.
- **Ideation & Concepting**
 - Facilitated brainstorming sessions (Crazy 8s) and sketched 10+ layout variations for menu, customization, and cart flows.
 - Designed **low- to mid-fidelity wireframes**, refined through 3 iterations before moving to high-fidelity prototypes.
 - Established a **component-driven design system** (menu cards, customization toggles, navigation headers) for consistency.
- **Design & Prototype**
 - Built a **high-fidelity prototype in Figma** with smooth transitions, error states, and accessibility-focused design.
 - Applied WCAG guidelines for color contrast, touch targets, and readable typography.
 - Documented design rationale for key interactions (e.g., inline customization vs modal flow).
- **Testing & Validation**
 - Conducted **usability testing with 5 participants** across core tasks (browse menu, customize drink, add to cart, checkout).
 - Iterated through 2 rounds of design adjustments (simplified customization flow, refined checkout steps).
 - Improved **task success rate from ~65% → 90%** and reduced order completion time by ~30%.
- **Impact / Outcome**
 - Simplified ordering and checkout, reducing decision friction for users.
 - Delivered a **consistent, accessible, and branded user experience**.
 - Improved usability metrics, increasing customer satisfaction and order completion rates.

Personal Portfolio Website (2025)

Role: Designer & Developer | **Tools:** Figma, HTML

- **Discovery & Research**

- Analyzed leading designer portfolios to identify best practices in layout, navigation, and content strategy.
- Defined goals: showcase case studies, highlight skills, and maintain responsive performance across devices.

- **Ideation & Concepting**

- Sketched multiple homepage and project layouts, exploring options for information hierarchy.
- Designed wireframes and translated them into high-fidelity UI with consistent branding.
- Built a **design system** with reusable tokens (colors, typography, spacing) for scalability.

- **Design & Development**

- Developed the site using HTML/CSS and lightweight JavaScript for interactions.
- Integrated **dark mode, performance optimizations, and mobile-first responsive design**.
- Focused on accessibility (WCAG 2.1 AA compliance: proper alt text, contrast, keyboard navigation).

- **Testing & Validation**

- Conducted device and browser testing to ensure responsiveness and performance.
- Performed usability review with peers, refining navigation and micro-interactions.
- Achieved **95+ Lighthouse scores** for performance, accessibility, and SEO.

- **Impact / Outcome**

- Successfully launched a portfolio website that effectively communicates skills and projects.
- Improved personal branding and visibility for recruiters and clients.
- Created a scalable system to easily update case studies and projects in the future.

Education

B.Tech in Electrical & Electronics Engineering

Jawaharlal Nehru Technological University, Kakinada — MVGR College of Engineering

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