



Mittapally Premshiva

UI/UX Designer

Contact

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Portfolio

<https://www.behance.net/premshimittape>

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Design Skills

Design Thinking



Heuristic Review



Affinity Diagramming



Customer Journey Mapping



Persona Creation & Design Sprints



Information Architecture



Wireframing & Prototyping



A User Experience Designing Professional, Visual Design Specialist, and Knowledgeable in design from principles to elements, systems to graphic and print design and typography. Senior UX Designer with 3 years of Experience upon Digital Marketing & UX Designing. I believe in designing a cleaner, more accessible world where user Interfaces are mediums between human and machine that foster intelligent, intuitive, and delightful interactions. Efficient problem solver with skills in teamwork and delivering projects on time.

Work History

eSoft Technologies

2021 Feb – Present

<https://www.esoftech.com/>

Designation – UX/UI Designer

- Creating digital products and usable experiences, starting with defining the problems of real people and thinking about their possible solutions.
- Expertise in design interactions as well as in detailing the visual aspects.
- Co-ordinate the look and feel across multiple platforms, supporting diverse activity and goals.
- Working Closely with Sr. Designer and product owner in creating end-to-end experiences for users to ensure a seamless experience within the company's Mass Customisation Platform.
- Self-motivated individual with a strong grasp and demonstrated experience in interaction design and user research.
- Along with great communication skills, being a strong collaborator, and love to dive into user's world to understand their functional and holistic needs to build solutions through an iterative design and development lifecycle.
- Being a trusted domain expert in the product lifecycle and work closely with our customers and stakeholders to understand our user's needs and be an advocate to provide them with easy to use, elegant and effective solutions.
- Work with product owners to combine business insights, research and feedback to develop user scenarios, use cases and high-level requirements for company projects.
- Design conceptual sketches to wireframes, and High-Fidelity mockups, including interaction guidelines and prototypes based on the project's needs.
- Proficiency in creating design deliverables like wireframes, mockups, prototype and mind mapping with the design team.
- Understand the core business perspective of the product.
- Collaborating with other designers to evolve our design language.
- Being expert in communication skills and the ability to clearly articulate design decisions.

Manjeera Retail Holdings Pvt Ltd.

2020 Jan – 2020 Dec

<https://www.manjeera.com>

Digital Marketing Executive

- Assist in Adherence to allocated marketing events and PR budget to be in the allocated budget by marketing manager.
- Execution of various marketing events within the budget and timeline.
- Effective utilisation of digital marketing and website development / online portals/ social media.
- Co-ordinate with the agencies for the effective artworks and vendor management.

Research Skills

Qualitative Remote Usability Study



Excellent

Longitudinal Study



Excellent

Demographic Comparison



Excellent

Behavioural Analysis & Statistics



Excellent

Visual Design Skills



Very good

DesignOps



Excellent

Tools

Figma



Excellent

Adobe XD



Very good

Adobe Illustrator



Very good

Sketch



Very Good

Invision



Good

HTML & CSS



Excellent

MS Office Suite



Excellent

Interests

Travelling | Treckking | Dance | Music | Cooking

- Assist in the formulation of strategies to build a lasting digital connection with consumers.
- Plan and monitor the ongoing company presence on social media (Twitter, Facebook etc.)
- Launch optimized online adverts through Google Adwords, Facebook etc. to increase company and brand awareness.
- Be actively involved in SEO efforts (keyword, image optimization etc.)
- Prepare online newsletters and promotional emails and organize their distribution through various channels.
- Provide creative ideas for content marketing and update website.
- Collaborate with designers to improve user experience.
- Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, WebTrends etc.),
- Acquire insight in online marketing trends and keep strategies up-to-date.
- Maintain partnerships with media agencies and vendors.

Certification

Digital Lync Technologies Pvt Ltd

2019 Aug - 2019 Dec

- Learnt Human Factors for User Experience Designing as well as Design tools as part of Certification and mastered in all the UX Design tools.
- Designing a product from Scratch by empathizing a problem statement
- Got trained well in research skills, Low Fidelity to High Fidelity Designing and Prototyping with Human Centric Design approach.
- Explored the best outcomes for a problem statement and studied the product strategy which is related to B2B and B2C and other related market analysis.
- Took part in real time product designing in both Native mobile applications as well as web applications.

Education

Dr. Nandamuri Taraka Ramarao University - VJY

2015 May - 2019 June

Bachelors of Science in Nursing

Projects

LESPAY (Native Mobile Application / Super App)

Lespai, is a Super-app, such as those that include financial services, are frequently developed for users to combine the services, features, and functionality of many mobile apps into a single app. To give their employees a more enjoyable experience, leaders in software engineering also create super-apps.

Responsibilities:

- Create interactive prototypes of your mockup designs and develop solutions for the functional modules like data entry, workflow control, and dashboards for managing work queues and correspondence.
- To provide design deliverables including User Personas, Empathy Maps, Story Boards, Concept Boards, and Low fidelity to High fidelity wireframes, user research was conducted and a user interview report was prepared.
- Pay attention to the many features offered by the application and assess how well each task flow works.
- Examining the cost-effectiveness of all the provided elements, CTAs, and icon sets utilised throughout the design mockups.
- Employing techniques like A/B testing, eye tracking, and application usability testing to conduct user testing.

Skill Metrics

Employee Engagement



Excellent

Competency Management



Excellent

Institutional Knowledge



Excellent

Problem Solving Skills



Excellent

Communication



Excellent

Data Analysis



Very Good

Technologies



Excellent

Marketing



Very Good

Graphic Design



Excellent

Crispify - Web Application Design

The Crispify API cleans up and increases the resolution of rasterised customer artwork to make it look better both on screen and on the final products. In its newest version, an image will have its resolution increased by 4x in each direction.

Responsibilities:

- As a web Designer, I consult the manager and also my lead designer to understand the goals.
- Developing personas and usage scenarios, Conducting usability testing, Creating wireframes, storyboards, sitemaps and screen flows, Creating product prototypes and also explain user research results to internal and external stakeholders.
- Facilitate Joint Requirement Planning sessions with Business User Groups and conduct Joint Application Development sessions with IT Groups to drive the UX initiative on the application.
- Maintaining the appearance of websites by enforcing content standards. Designing visual imagery for websites and ensuring that they are in line with branding for clients.
- Involve the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability and function.

Plantly (Native Mobile Application on Nursery)

A one-stop-shop for all gardening related requirements, nursery live has more than 6000 products available online for delivery across India saving you numerous messy trips to various nurseries. We cater to all kinds of gardening needs ranging from plants, pots, tools, to curated plant-scraping solutions. Our ever-growing platform integrates nurseries and customers across India. If you're new to being a plant parent, we're here to make it easier. Our garden experts can provide you with guidance for detailed care every step of the way. Having served a network of 1 million happy plant parents, we can assure you that once you order a plant from us, you will emerge with your own home-grown veggies! We believe that every space can be made more beautiful with plants

Responsibilities:

- Drive and execute UX and Research initiatives that increase the value of UX process within the High Content Screening platform
- Create rapid prototypes and necessary workflows during and after the design discussions of the application integrations.
- Conduct user interviews, brainstorm and demonstrate design solutions to the freshly integrating health institutions

Some Other Applications which are well designed and out of my creative knowledge were posted in my Behance account.

My Design Process

- Empathy
- Research
- Card Sorting
- Information Architecture
- Wireframing & Prototype Testing, A/B Testing