

# Pavanipriya Sajja

UI/UX Designer dedicated to creating better design experiences for humans.

Portfolio: <https://pavanipriyasajja.github.io>

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## Work Experience:

### Freelance Designer

99design.com

Jan 2017- May 2020

I conducted research and analysis on the existing design for both the website and mobile application and created or redesign sketches on the paper then implemented them using the digital tools. Gather feedback on the designed mockups and implement them as per stakeholders requirement and hand over projects to stakeholders. (various local small businesses)

## Selected Projects :

### Voice User Interface (VUI)- Home Thermostat

Mobile App design

Oct 2019- Dec 2019

Thermostat company would like to completely rework the voice UI for their Wi-Fi smart thermostat with voice control.

Research and analysis on the existing product and find user problems then solve through-conducting user interviews, creating user personas and scenarios and find key insights for the app then come up with the sketch and user dialog flow for the app to create a low fidelity prototype to perform user test and finalize the visual design of the app and created a clickable prototype and conducted user test to finalize the app.

### VeganShare.com

Website design

Jul 2020- Sep 2020

Vegan Share is a platform for community members to learn, share healthy and delicious recipes.

Brainstorm with the business, created smart goals and performed competitive analysis. Conducted user research to find key insights of the user needs and pain points and created user personas, scenarios and focus areas to create a sitemap, sketches, user flow of the website to create a wireframe and experimented with visuals for the website, finally created a website design conducted user test.

## Education:

### UX Design

Bellevue College, WA

Sep 2019- Present

### Bachelors of Technology (ECE)

Jawaharlal Nehru Technological University of

Hyderabad (India)

Aug 2011- May 2015

## Skills:

### User Research

User interviews, surveys, market analysis, competitive analysis, User test

### Analysis

User personas, storyboarding, sketching, user flow, information architecture, User scenarios

### Visual Design

Color palette, typography, iconography, pattern library, hierarchy of elements, moodboard

### Design

Wire-framing, Low fidelity prototype, high fidelity prototype

## Tools:

Adobe XD, Photoshop, Illustrator, Sketch, Balsamiq, invision App, Marvel app, HTML & CSS