Praveen Manchi

UX/UI Designer

Design With Passion, Empathy & curiosity

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EXPERIENCE
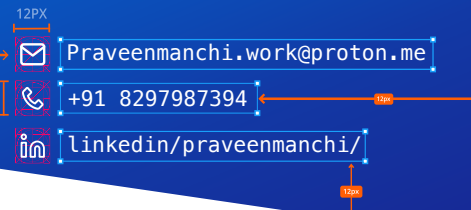
→ 5.0+ Total years of experience

Deloitte
Product Designer   Jun 2022 - Present

Tata Elxsi
Senior UI Designer   Dec 2020 - Jun 2022

WAFU Technologies Private Limited
UX/UI Designer   May 2018 - Dec 2020

ROLES AND RESPONSIBILITIES

- **User Research and Empathy:** Begin the design process with comprehensive user research to deeply understand users' needs, pain points, and preferences. This involves conducting ethnographic studies, in-depth interviews with consumers, and field research. Develop user personas, empathy maps, and user journey maps to inform subsequent design decisions.
- **Working with "User-First" Principle:** The design approach emphasises a "user-first" principle, making sure all design decisions prfioritize user needs and preferences. *High priority*
- **Agile and Scrum Sprint Briefs:** Participate in Agile and Scrum sprint briefs that emphasise equity-focused design, accessibility, and design thinking for user-entered design.
- **Management of UX Research Activities:** Ensure that every UX Research activity is carried out to the highest standards possible. Manage team initiatives, set project priorities, and handle scoping.
- **Ideation and Concept Development:** Once the user has been understood, brainstorm creative ideas and sketch concepts. Explore various design solutions that cater to both user needs and business objectives.
- **Prototyping and Wireframing:** Utilise design discovery tools such as user journey maps, site maps, flow diagrams, prototypes, and storyboards to express the design concept and achieve alignment. Create both low and high fidelity prototypes and wireframes to visualise and test design concepts.
- **Interaction and Interface Design:** Develop intuitive and visually appealing interfaces based on the prototypes and wireframes. This phase of the design process considers best practices in usability, accessibility, and overall user experience. Create a saleable application with visual design, a prototype, and mockups for client evaluation.
- **Design System and Style Guide Creation:** Develop and maintain design systems, style guides, and UI component libraries to ensure consistency and scalability across all products.
- **Usability Testing and Validation:** Conduct usability tests, A/B tests, and heuristic evaluations. Gather feedback from users and collaborators, applying a deep design thinking process to define the project's requirements and scope. Iterate on designs based on user input and data-driven insights.
- **Design Documentation and Communication:** Create comprehensive design documentation. This step ensures clear communication of design decisions and a smooth handoff to developers. Collaborate closely with cross-functional teams, including product managers, developers, and stakeholders, to align and effectively execute design objectives. *Design System*
- **Implementation, Review, and Continuous Improvement:** Collaborate with other teams for the implementation of designs. Regularly review and update designs based on ongoing usability tests, user feedback, current design trends, and emerging technologies. Continuously discover, evaluate, and implement new technologies to maximise efficiency in the development and design processes.
- **Design Advocacy:** Throughout this process, the designer will play a crucial role in advocating for the importance of user-entered design and promoting a culture of design thinking within the organisation.

↗ Portfolio

www.praveenmanchi.dev

All my work presented on above web page

SUMMARY

Hi! I'm an Product designer with focused on creating meaningful experiences through my design. i Design with passion, empathy and curiosity.

SKILLS

Prototyping · Visual Presentation · Visual Communication · Design audit · Wireframing · UX Design · User Flow · Usability Testing · low To High Fidelity · Design System · Personas · Mockups · User Research · Heuristic Evaluation · Lean UX · A/B Testing · User Empathy · User Acceptance Testing · Agile & Scrum · Data visualisation · Design Thinking · Information Architecture

TOOLS

Figma · Adobe XD · sketch · Maze · Illustrator · Adobe photoshop · Miro · Adobe animate · Unreal · after effects · Invision · Zeplin · Craft · Cinema 4D · Blender · Html · css · Js · React

Basic to interact with developer & to follow grid system

EDUCATION

Bapatla Engineering College
B.Tech   2014 -2018

Sasi Junior College
10+2   2012 -2014

Sri chaitanya school
10 class   2012

#SelfMotivated   #CanDoAttitude
#TeamPlayer