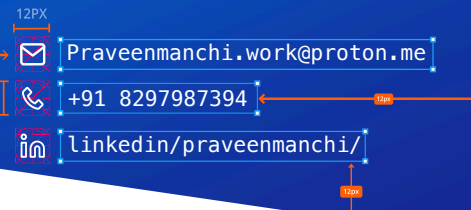


Praveen Manchi

UX/UI Designer

Design With Passion, Empathy & curiosity



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 prioritize 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 *Design System* 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.
- **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.art

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