

# Morampudi V S Praneeth

+91 7680932739 | mvspranieth@gmail.com

[LinkedIn](#) | [Website](#) | [Dribbble](#) | [Medium](#)

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## SUMMARY

Creative and user-focused UI/UX Designer and Front-End Developer with 6+ years of experience in designing intuitive and visually appealing interfaces for web and mobile applications. Proficient in user research, wireframing, prototyping, and responsive interfaces React, JavaScript, CSS, and HTML. Recently completed freelance and personal design projects during a career break taken for my family.

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## PROFESSIONAL SUMMARY

### Sr. UI UX Designer & Developer

Craftrori | October 2023 – May 2025

- Designed and developed 10+ websites using Wix, WordPress, and React, focusing on responsive design, SEO, and user experience and this includes HRMS system, ATS system and Cosmetics website.
- Conducted user research, wireframing, and interactive prototyping using Figma and Adobe XD to deliver user-centered interfaces.
- Managed end-to-end project lifecycles from requirement gathering and design to deployment and performance optimization.
- Developed a branded experience for an exhibition in Ethiopia.

### Web Designer

Promantra Synergy Solutions Ltd | August 2022- September 2023

- Led UI/UX design efforts using Figma and Adobe XD, focusing on task flows, visual consistency, and responsive design.
- Built user-friendly interfaces using React, JavaScript, and CSS; improved usability through feedback and testing
- Created wireframes/prototypes and conducted usability testing for iterative design improvements.
- Managed Agile workflows, collaborating closely with product managers for timely project delivery.
- Developed WordPress websites, improving user engagement, SEO, and mobile optimization.

## **UI Developer**

Innovit | Jan 2021- Aug 2022

- Designed and developed responsive, user-friendly web pages using HTML, CSS, JavaScript, and Bootstrap.
- Collaborated with QA teams to ensure cross-browser compatibility and optimize website performance.
- Utilized UX design principles to improve usability and enhance user experience across platforms.

## **Co-founder**

Organic Sparrow farms | Mar 2019 - Dec 2020

Sparrow farms was a retail initiative with the intent to provide customers with organic fresh fruits and vegetables at sustainable prices in the tier-2 and tier 3 cities in coastal Andhra Pradesh by integrating the entire supply chain under the brand and maintaining vigilance throughout the process to ensure a quality product.

## **Web Developer**

MK IT Solutions | January 2015 - Jan 2019

- Developed Responsive Websites using HTML, CSS, and Bootstrap.
- Assisted in UX/UI Tasks with wireframes, mockups, and minor design edits (Sketch, InVision, Adobe XD, Figma).
- Managed Client Websites on Joomla, WordPress, and Wix, handling content updates and troubleshooting and learned & Applied Version Control (Git/SVN) for code management.
- Collaborated in a Small Team, participating in code reviews, testing, and basic Agile processes.

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## **Network Engineer**

RVPR Constructions Pvt. Ltd | August 2012- May 2014

- Handle the tasks of identifying, diagnosing, and resolving hardware and software problems
- Responsible for the implementation, troubleshooting, and maintaining operations of network systems
- Provide desktop support including creating images specific to client requirements and deal with issues pertaining to hardware and application.

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## **SKILLS**

### **Design:**

User Experience, Interactive Design, User Interface, Physical and Digital Prototyping, Usability Testing, Wireframing, Low-High Fidelity Mockups.

**Research:**

User Interviews, User Testing, Information Architecture, Journey mapping, Quantitative UX Analysis, Design Strategy.

**Software/Techologies:**

Figma, Adobe XD, Photoshop, Illustrator, Tailwind CSS, Bootstrap, WordPress, Wix, Shopify, Joomla, HTML5, CSS3, SASS, JavaScript, React.js, Next.js, GIT, SVN, Jira, Microsoft Project, Asana.

**Visual Design:**

Poster Design, Branding, Typography, Iconography, Book Design, Web design, Stylesheets and guidelines.

**Other Skills:**

Stakeholder Management, Cross-functional coloration and communication, Risk & Change Management, Budgeting, Sprint Planning, Agile & Scrum Methodologies, Digital Marketing, Social Media Strategy, SEO, Campaign Management, Google Analytics.

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**EDUCATIONAL SUMMARY**

Bachelors in Electronics and Communication Engineering - JNTU Hyderabad | 2013.

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**CERTIFICATIONS**

**Microsoft Certified: Azure Developer Associate**

Microsoft Credential ID 4D3962A5E75E7528