Hello, I am Raviteja Puppala

I Create Better Experiences For ~~Users~~ *People*

📞 +91 8951012356

✉ ravitejapuppala92@gmail.com

🔗 raviteja.design

Ⓢ tejanaruto

Experience

Sr. UX Designer - Tathastu, Future Group
Bengaluru,India - 03/2019 - Present

Playing a key role in creating innovative solutions for online and offline grocery experiences

- Worked with the innovation team as a Design Advisor for projects like Ecart, VR store (a demo VR Store)
- Applied User research techniques, User testing, designed shipped the entire LMD (Last-Mile Delivery) app
- Translated research findings into storyboards, wireframes, prototyping and UI for picker and store apps

Sr. UI/UX Designer - Qplum
India & New Jersey, USA; 05/2016 - 02/2019

Established product design process, design system, expanded design team and evangelise design culture

- Conducted User research both onsite (US) and online to examine a typical user behavior on financial products
- Collaborated with engineering teams to design the qbot conversation flow
- Responsible for the Redesign of the entire qplum application across web and mobile platforms
- Worked on the entire user onboarding flow and helped increased conversion rate by 2%
- Designed Pitch deck presentations, marketing, and educational materials

Visual Designer - Zoomcar
Bengaluru,India, 08/2014 - 04/2016

Visual Designer worked closely with the Product and marketing teams

- Redesigned Entire User Interface of Zoomcar web and mobile applications including CRM Dashboards
- Designed marketing materials like posters, social media ads
- Also worked on Visual design components including icons and other graphic design assets

Education

- **Gandhi Institute of Technology and Management (GITAM)**
  2010-2014, Visakhapatnam, Andhra Pradesh, India
  B.Tech - Electronics & Communication Engineering

- **Human Factors International (HFI)**
  Cetified Usablity Analyst

- **Travel & lot's of books**

Activities

- Core Organiser for 2 national-level events, 2 TEDx events during college
- Given friendly seminars and conducted workshops on Graphic & UXDesign
- Core Member for GUSAC and Cofounded a Design and Photography club called Gstudio
- Chief designer for Tedx Gitam university (2013 &2014), 2 national-level college festivals (GUSAC Carnival 1 & 2)
- Active member for IETE(Institution of Electronics and Telecommunication Engineers) student chapter
- Head of Anti-ragging squad during college (2013-2014)

Proud participant of Jagriti yatra

A 15-day long, national train journey that will take you 8000 kilometers across the length and breadth of India, to understand and build the India of smaller towns and villages through enterprise.

Languages

- English, Hindi, Telugu
- Kannada (Beginner level)

Craftmanship

Sketch, Adobe CC - Photoshop, XD, Illustrator, Invision, Principle, imovie, Zeplin

My Super Powers

QUICK LEARNER

My ability to think in different angles and ask the right questions help me learn anything very quickly

VISUAL THOUGHT PROCESS

I have a fundamental and a visual thought process for everthing, not just for design

SUPER FAST EXECUTION

Quick learning + Problem solving + Visual thinking + Ownership + Design skills = Super fast execution

PROBLEM SOLVER

Can approach in a direction where you can solve a particular problem in the most efficient way. Working in real life too

END TO END OWNERSHIP

Every product/feature that I pick becomes my love! I think about it day and night! I take it's complete responsibility

MY STARTUP JOURNEY

Having 5+ years experience with startups helped alot in learning some life & product building lessons

Skills and Interests

Visual Design
Empathy
Prototyping
Wireframing
Psychology
Active Listening
Writing
Team work
Story Telling
Interaction Design
User Flow
Collaboration
User Testing
User Research
Sketching
Data Analysis
Problem Solving

People who trusted me with their hearts

"
Ravi is a high energy individual who was a high impact contributor from his earliest days at Zoomcar. He always took initiative and was eager to learn new skills and approaches to design as his tenure evolved. He was also a great team player

Greg Moran, Co-founder & CEO, Zoomcar

Most Collaborative member award

by **qplum team**

"
I had the opportunity to directly work with Raviteja while he was working as a UI/UX designer at our firm. He is one of the most patient and diligent designers I have ever met. He took the time to understand some very complex financial concepts since that was a requirement for the project. Also, he would consistently keep all relevant stakeholders in the loop regarding the progress of the project. He was incredibly receptive to feedback and would identify bottlenecks quickly. I am confident that Raviteja would be a great addition to any team that he chooses to work with in future.

Mansi Singhal, Co-founder & CEO, Qplum