# KANDIMALLA SAI KIRAN

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## PROFESSIONAL SUMMARY

Creative and detail-oriented **UI/UX Designer and Frontend Developer** with hands-on experience in **digital marketing strategies**. Adept at user-centered design, responsive web development, and bridging the gap between design and development. Skilled in wireframing, prototyping, usability testing, HTML5, CSS3, JavaScript (ES6), Flutter, and familiar with SEO, SEM, and PPC campaign basics. Proven ability to create impactful digital experiences that enhance user engagement and drive results.

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## CORE SKILLS

**UI/UX Design & Research:** User Experience (UX), User Interface (UI), Interaction Design, Information Architecture, Design Thinking, Wireframing, High-Fidelity Prototyping, Usability Testing, Journey Mapping, Accessibility Standards.

**Frontend Development:** Responsive Web Design, HTML5, CSS3, JavaScript (ES6), Flutter, Dart, React.js (Learning), Tailwind CSS, Git, Webpack, Agile/Scrum.

**Digital Marketing:** SEO, SEM, PPC Advertising, Google Ads, Social Media Strategy, Content Marketing, Marketing Campaigns, Conversion Rate Optimization (CRO), Landing Page Optimization.

**Tools & Platforms:** Figma, Adobe XD, Canva, Miro, FigJam, Postman, Android Studio, Firebase (Auth, Firestore, Realtime DB), Google Analytics, Marketing Automation, CRM.

**Soft Skills:** Communication, Collaboration, Problem-Solving, Creativity, Adaptability, Project Management.

## EXPERIENCE

### UI/UX Designer & Flutter Developer Intern
*Health Pulse Connect (HPC)*

- Designed responsive mobile UI/UX prototypes in Figma with clear user flows.

- Conducted usability testing and implemented improvements, reducing task completion time by ~25%.

- Developed front-end using Flutter, integrated REST APIs, and ensured cross-platform performance.

### UI/UX Designer & Web Developer Intern
*Sunanda Renewables*

- Designed SEO-optimized website integrating design systems, 3D animation, and clean UI.

- Created marketing collateral (ID cards, visiting cards, Instagram posts) increasing social engagement by 18%.

- Applied digital marketing techniques to improve online visibility and lead generation.

### UI/UX Designer Intern
*Durbhasi Gurukulam*

- Created wireframes, prototypes, and designs for gym, portfolio, and secure coding awareness websites.

- Improved information architecture and user journey to enhance accessibility and navigation.

### Android App Developer Intern
*Immensphere*

- Developed Android applications using Java and Android SDK.

- Designed UI layouts, integrated APIs, and improved app performance via debugging.

# PROJECTS

**Make A Move | Travel Booking Platform**

- Designed intuitive web dashboards for B2B, B2C, and Admin portals with responsive layouts.

**Fixer App | Worker Hiring App (Flutter & Firebase)**

- Created responsive onboarding, booking, and authentication interfaces.

**Ride Booking App | Car/Bike Booking App (Flutter)**

- Designed minimal UI with quick vehicle selection and real-time update features.

**Secure Verse | Secure Coding Awareness Project (UI/UX)**

- Designed an educational platform to promote secure coding best practices.

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## EDUCATION & CERTIFICATIONS

**Bachelor of Technology – Computer Science & Engineering (AI Specialization)**
*Parul University | 2021 – 2025* | CGPA: 6.72

**Certificate in Android Application Development** — Teachnook (2022)

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## LANGUAGES

Telugu (Native), English (Fluent), Hindi (Conversational)