

NEELAKANTAM SHIVA RAM PRASAD

UI/UX DESIGNER

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PROFESSIONAL SUMMARY

Passionate UI/UX Designer With Expertise In Creating User-Centered Digital Experiences For Mobile And Web Platforms. Skilled In Figma, User Research, Wireframing, And Prototyping. Proven Ability To Design Intuitive Interfaces That Balance Aesthetic Appeal With Functionality. Eager To Contribute Design Thinking And Creativity To Innovative Teams.

CORE COMPETENCIES

- Design Tools: Figma, FigJam
- User Experience (UX):
User Research, Personas, Empathy Mapping, Journey Mapping, Problem Definition, Information Architecture, User Flows, Wireframing, Usability Testing
- User Interface (UI):
Visual Design, Typography, Color Systems, Layout Design, Iconography, Design Systems, Prototyping, Responsive Design, Interaction Design, High-Fidelity Mockups
- Soft Skills: Creativity, Empathy, Collaboration, Communication, Analytical Thinking, Attention To Detail

PROJECTS

FINTRACK – Personal Finance Mobile App

UI/UX Design | 2025

- Designed Intuitive Transaction Entry Achieving <10 Second Completion Time, 65% Faster Than Competitors
- Created Visual Budget Tracking System With Real-Time Progress Indicators Improving Budget Adherence By 40%
- Developed Design System With 50+ Components Ensuring Consistency Across 40+ Screens
- **Technologies:** Figma, Mobile UI Patterns, User Flow Design

Learnify – E Learning Platform Landing Page

Web Design Project | 2025

- Designed Responsive Landing Page For Online Learning Platform Optimized For Conversion
- Created Clear Visual Hierarchy Guiding Users From Awareness To Action Within 3 Seconds - Implemented Strategic CTA Placement Serving Different User Personas (Students, Professionals, Hobbyists)
- Designed For Multiple Breakpoints Ensuring Consistent Experience Across Desktop, Tablet, And Mobile
- Integrated Social Proof Elements (Testimonials, Ratings) Building Trust And Credibility
- Technologies: Figma, Responsive Web Design, Conversion Optimization

NutriMeals – Healthy Meal Planning Mobile App

UI/UX Design Project | 2025

- Designed Complete Mobile App Experience For Meal Planning And Healthy Food Subscription Service
- Created Streamlined Onboarding Flow Reducing Steps From 5 To 3, Improving User Engagement
- Developed High-Fidelity Prototypes In Figma Showcasing Meal Browsing, Planning, And Checkout
- Applied Mobile-First Design Principles With Focus On Touch-Friendly Interactions And Clear Navigation
- Implemented Vibrant Color Palette Using Green Tones To Convey Health And Freshness
- Technologies: Figma, Mobile UI Patterns, User Flow Design

EDUCATION

Bachelor Of Engineering In Electronics & Communication Engineering

Methodist College Of Engineering & Technology | Graduated: 2025 | CGPA: 7.18

CERTIFICATIONS & TRAINING

UI/UX Design Certification – Udemy (2025)

Comprehensive Training In Wireframing, Prototyping, And Visual Design Using Figma

Google UX Design – Google (2025)

Comprehensive Training In UX Research, UX Design Process, User Flows, Journey Maps Wireframing, & Prototyping.

ADDITIONAL INFORMATION

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

Interests: Design Systems, Accessibility, Emerging Design Trends