

# Smaran Ummadishetty

UX/UI Designer

## Work Experience

### UI/UX Designer @ PromoDome Digital LLP

DEC 2023 - PRESENT

- Worked closely with the SEO team to update the PromoDome website in order to support the agency's expansion, reach, and commercial objectives.
- Working to enhance VeeFly, a YouTube marketing platform and a product of PromoDome Digital LLP, in terms of both general use and aesthetics

### UI/UX Design Consultant @ DSP Mutual Fund

NOV 2022 - NOV 2023

- Collaborated effectively with cross-functional teams, including product managers, engineers, and compliance experts, to achieve design excellence and align with business goals.
- Conducted user research and usability testing to gain insights into user behaviours and preferences and successfully revamped the entire mobile application of DSP
- Designed intuitive and user-friendly UI/UX solutions for DSP web B2B & B2C platforms, ensuring compliance with industry regulations.

### UI/UX Engineer @ Degen Rocks

MAY 2021 - OCT 2022

- Designed and implemented user-friendly and intuitive UI/UX interfaces for decentralised applications (dApps).
- Collaborated with developers and clients to understand and actualise the concepts into scaleable design solutions
- Assisted in the creation of visually captivating and interactive NFT marketplace website designs, incorporating elements like artwork showcases, rarity indicators, and auction features.

### Web Designer Intern @ Datta Meghe College of Engineering

APR 2020 - APR 2021

- Assisted the design team in creating visually appealing and user-friendly web layouts, mockups, and prototypes.
- Collaborated with senior designers to implement design changes and improvements.
- Conducted competitor research and analysed industry trends to contribute fresh ideas and innovative design approaches.
- Gained hands-on experience in using design tools such as Adobe Creative Suite and Sketch to create and refine web design assets.

## Contact

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## Skills

- User research and testing
- Wireframing and prototyping
- UI design and visual design
- Interaction design
- User-centered design approach
- Cross-functional team collaboration
- Agile methodologies

## Tools

- Sketch
- Figma
- Figjam
- Adobe Creative Suite
- InVision
- Axure
- Marvel App
- Balsamiq
- Webflow
- UserTesting

## Education

### B.E(CSE) @ University of Mumbai

MAY 2016- MAY 2020