Sudharani Challa
UX/UI Lead & SDM

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Over 16+ years of insightful experience in User Experience and Interface designing, managing and delivering digital transformations, applications and legacy systems. A creative designer with a passion for perfection, experience with user Interface design, UX specs, task flows, wireframes, info graphics, storyboards, mockups, prototypes, visual design and design patterns.

Oct 2016 to till date
Associate Director –Solution Delivery & UX, Novartis Health Care Pvt. Ltd.

- Established UX design as the first stage of all Web and mobile application developments, instituting a user-centered design (UCD) approach.
- Designed high-impact, user-centered Web sites with strong emotional appeal, sophisticated production values and intuitive navigation to maximize user engagement and powerful brand identities.
- Researched, strategized and launched UX improvements for STRIDE, Motion and Ambition Programs.
- Developed and implemented UX strategies and guidelines to ensure consistent and cohesive user experiences across multiple platforms.
- Created wireframes, prototypes, and user flows to effectively communicate design concepts and interactions.
- Facilitated workshops and design sprints to ideate and iterate on design solutions.
  Provided mentorship and guidance to team members, fostering a collaborative and creative work environment
- Led a team of delivery specialists in the successful delivery of multiple software projects, ensuring adherence to project timelines, budgets, and quality standards.
- Collaborated with cross-functional teams including development, testing, and product management to define project scope, requirements, and deliverables.
- Implemented Agile methodologies and best practices, resulting in project efficiency and customer satisfaction.
- Managed stakeholder expectations and provided regular project status updates, ensuring transparency and effective communication throughout the project lifecycle.

Apr 2012 to Oct 2016
Specialist-UX - Verizon Data Services India Ltd.

- Coordinating with marketing team to create user centric interface for Broadband portal, AppFinder and verizonwireless.com.
- Conducted user interviews to gather insights.
- Created wireframes and visual designs to enhance usability and aesthetics.
- Conducted usability testing and incorporated user feedback into the final design.
- Developing the cross browser and user centric frontend using html5 and bootstrap.
- Developing a responsive layout using bootstrap which can be scalable to any devise irrespective of the view port size.
- Designing wireframes, icons and graphics.
- Creating product promotional email templates and sending across clientele

Dec 2010 to Mar 2012
Graphic & Web designer - Gyan Web Solutions

- Designed the entire product end to end.
- Understood the process flow of the application and created wireframes and prototypes for all modules.
- Written test cases for all the modules.
- Converted the templates into html prototypes.
- Designed the marketing collaterals like brochures, holders, leaflets, newsletters etc..

Jun 2008 to Dec 2010
Content Writer & Graphic designer - Creative Technosoft Systems

- Rebranded and worked on brand guidelines
- Redesigned the user interface for cts-in.com
- Designed in-house applications named as CTS Desk.
- Designed and developed content for Marketing Collaterals (Brochures, Ads, Business Presentations, flash presentations etc.)

Skills

- User Research
- Design Thinking
- Information Architecture
- Wireframing & Prototyping
- Interaction Design
- Visual Design
- Usability Testing
- Solution Delivery
- Project Management
- Agile practitioner
- Team Leadership
- Stakeholder Collaboration
- Risk Management

Technologies

- Figma
- Adobe XD
- Sketch
- Invision
- Photoshop
- HTML
- CSS3
- Bootstrap
- JQuery
- Microsoft technologies

Certifications

Leadership Program from IIM Bangalore.

Jan – Dec 2019

Awards

CEO field award in Novartis

Gold Medal in Masters (MCJ)

Education

Masters in Communication & Journalism (MCJ)

Padmavati Mahila Viswa Vidyalayam, Tirupati

2004 - 2006

BA
Andhra University, Visakhapatnam

2001 – 2004