

Lakshmi Prasanna Valluripalli

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Lakshmi-prasanna



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Objective

Innovative UI/UX Designer with a solid foundation in front-end development, including expertise in HTML5, CSS3, and React. Leveraging over 4 years of experience in building dynamic and responsive web applications, I specialize in creating user-centric interfaces that ensure seamless experiences across devices. With a comprehensive understanding of user-centered design principles and a Master's in Information Technologies specializing in Data Analytics, I excel in blending creativity with analytical insights to enhance user interactions. Proficient in integrating RESTful APIs and optimizing front-end performance, I am committed to driving design excellence and delivering impactful projects. Adept at using design tools such as Adobe Creative Suite, Figma, Adobe XD, and Sketch, I collaborate effectively with teams to bring cohesive designs to life.

TECHNICAL SKILLS

UI/UX Design:

- Proficient in designing user interfaces that enhance user experiences using tools like Figma, Adobe XD, and Sketch.
- Strong understanding of wireframing, prototyping, and user journey mapping.

Front-End Development:

- Experienced in HTML, CSS, and JavaScript to translate designs into responsive and interactive web pages.
- Proficient in React for creating dynamic and efficient UI components.

User Research & Testing:

- Skilled in conducting user research, surveys, and usability testing to gather insights and validate design decisions.
- Experienced in A/B testing and analyzing user feedback to improve UI/UX.

Data-Driven Design:

- Expertise in using data analysis tools like Python (Pandas) and R to inform design decisions and optimize user flows.
- Familiarity with data visualization techniques to represent complex information intuitively.

Cross-Functional Collaboration:

- Effective in collaborating with product managers, developers, and stakeholders to ensure designs meet business goals and user needs.

Agile Methodology:

- Experience working in Agile development environments, ensuring continuous delivery of design improvements.

EXPERIENCE

WEBSOC.AI Designer & Front-End Developer

Hyderabad, India
Sep.2018 - Oct. 2021

UI/UX Design:

- Designed user interfaces for web and mobile applications, focusing on creating intuitive and engaging user experiences.
- Developed wireframes, prototypes, and user journey maps to guide the design process.

Front-End Development:

- Collaborated with developers to translate design prototypes into responsive web pages using HTML, CSS, and JavaScript.
- Implemented dynamic UI components in React, enhancing user interactions and overall experience.

User Research & Testing:

- Conducted usability tests and analyzed user feedback to refine designs and improve user satisfaction.
- Performed A/B testing to evaluate design variations and optimize conversion rates.

Data-Driven Design:

- Utilized data analysis techniques to understand user behavior and inform design decisions.
- Created dashboards and visualizations to present user engagement metrics to stakeholders.

ECS Technologies [Completion letter](#) Intern

Vizag, India
Apr 2017 - May 2017

- Developed a **LAMP Web Server on Raspberry Pi**, providing foundational experience in **data management and server optimization**.
- Collaborated with a technical team to ensure the optimal performance of the web server stack, including data handling processes.

ATOM Software solutions [Completion Letter](#) Intern

Vizag, India
May 2017 - June 2017

- Utilized Java for application development, including building user interfaces using Java Framework for building Rich Internet Applications. Gained experience with Spring Model-View-Controller for managing server-side web functionalities.

- Worked with relational databases like MySQL, implementing data storage solutions and executing database operations using Java Database Connectivity and Hibernate Object-Relational Mapping.
- Developed and managed the project using IntelliJ Integrated Development Environment Application, leveraging Maven for dependency management and build automation.

Academic Skills:

Led data analysis and **BI projects using R, focusing on data cleaning, visualization, and extracting business insights for Volkswagen.**

Analyzed large datasets to generate reports that informed **business strategies** and improved decision-making processes.

SQL Workbench Managed and analyzed student details, including college and address information.

Projects- Clothing System

- Designed and developed the UI for a clothing app, enhancing user experience through intuitive navigation and appealing visual design.
- Implemented interactive features using React to create a seamless shopping experience.
- Conducted user testing and iterated on designs based on feedback, resulting in increased user engagement.

Electric Monitoring System

- Created a dashboard interface to visualize real-time energy usage, focusing on clarity and user accessibility.
- Utilized HTML, CSS, and JavaScript to build a responsive and interactive front-end.
- Engaged in user research to understand needs and ensure the system's design was user-centric.

Wireframe for Solo Entrepreneurs App

- Designed a key screen for a new feature in an app aimed at solo entrepreneurs, focusing on usability and simplicity.
- Created wireframes and prototypes using Figma, ensuring alignment with user needs and business goals.

EDUCATION

University of the Cumberlands
Master's in Information Technologies
 (Specialization in Data Analytics)

Williamsburg, KY
Jan. 2023 - Sep. 2024

Andhra University
Bachelor's in Computer Science and Engineering

Vizag, India
Aug. 2014 - Sep. 2018