

Varaprasad Chillumula

Lead UI/UX Designer (12 years+ experience)

Professional Summary

As a passionate Lead UI/UX Designer with 12+ years of experience, I am committed to creating user-centred digital experiences that go beyond just functionality. Throughout my career, I've had the privilege of leading cross-functional teams, solving complex design challenges, and shaping products that connect deeply with users. I specialize in developing thoughtful, user-friendly interfaces for both web and mobile platforms, always aiming to enhance engagement, usability, and brand presence. My approach blends creativity with research-driven insights, ensuring that the solutions I deliver are both innovative and highly intuitive.

Key Skills

- UX Design:** User-Centered Design, Information Architecture, Wireframing, Prototyping, Interaction Design, and Usability Testing.
- UI Design:** Responsive Design, Single Page Applications, Web & Mobile App Design, Visual Design, and Design Systems.
- Tools:** Figma, Adobe XD, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, CorelDRAW, Canva, and Draw.cc.
- Web Technologies:** HTML5, CSS, WordPress, Bootstrap, GitHub, Adobe Dreamweaver
- Project Management:** Jira, Slack, Microsoft Office 365, Notion
- Soft Skills:** Leadership, Problem-Solving, Team Collaboration, Communication, Attention to

Professional Experience

Lead UI/UX Designer, DEFTeam Solutions

FEB 2020 – PRESENT

- Led the design strategy for SaaS platforms, subscription management, and billing solutions, focusing on optimizing the user experience across all touchpoints.
- Collaborated closely with stakeholders to align design solutions with business goals, resulting in a 30% increase in user engagement through consistent UX improvements.
- Orchestrated in-depth user research, usability tests, and iterative design processes that drove an 80% enhancement in overall user satisfaction.
- Mentored a team of designers, establishing design systems that ensured a unified approach across digital products, while balancing innovation with practicality.

Senior UI/UX Designer, DashNinja Technologies (AlohaABAIndia)

APR 2016 – FEB 2020

- Designed user flows, wireframes, and interactive prototypes for web and mobile applications, streamlining user interactions and improving functionality.
- Collaborated with marketing teams to design visually appealing and cohesive social media content, reinforcing brand identity and increasing user engagement.
- Established a design system that significantly improved project efficiency, helping teams to create consistent, scalable products across various platforms.

Web and Graphic Designer, BeHungry, RFL Group Venture

JUN 2014 – MAR 2016

- Designed and developed responsive websites and mobile applications with a focus on optimizing navigation and user flows for seamless experiences.
- Created visually compelling print and digital marketing materials that aligned with the brand's vision and goals, driving engagement across multiple channels.

Web and Graphic Designer, SmashWebMedia

FEB 2009 – MAY 2014

- Designed responsive websites and customized WordPress themes, ensuring a seamless user experience and enhancing brand consistency for various clients.
- Created cohesive brand identities and print materials, including logos, brochures, and business cards, elevating brand visibility across digital and print platforms.

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Specialization Certifications

Google UX Design

- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate
- Build Wireframes and Low-Fidelity Prototypes
- Conduct UX Research and Test Early Concepts
- Create High-Fidelity Designs and Prototypes in Figma
- Build Dynamic User Interfaces (UI) for Websites
- Design a User Experience for Social Good & Prepare for Jobs

UX Design Fundamentals

IBM SkillsBuild

Basic Principles of Design

IBM SkillsBuild

Graphic Design Fundamentals

Brigham Young University - Idaho

Social Media for Graphic Designers

LinkedIn Learning

Adobe Photoshop 2022 Essential Training - LinkedIn Learning

BYU Pathway Connect

Brigham Young University - Pathway Worldwide Program

Education

Institute of Religion Graduation Diploma

The Church of Jesus Christ of Latter-day Saints (Church Board Of Education). Jan 2016 - Apr 2020

Hobbies and Interests



Design Philosophy

"I believe in creating intuitive designs that align with users' natural behaviors. My approach is centered around empathy, ensuring that each product I design is accessible, inclusive, and innovative."