



VARAPRASAD CHILUMULA

LEAD UI/UX DESIGNER

+91 99511 23513

varaprasadchilumula@gmail.com

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 Detail

Professional Experience

Lead UI/UX Designer

DEFTeam Solutions Pvt. Ltd, Hyderabad. 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 Pvt. Ltd. (AlohaABAIndia). Hyderabad. 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 Pvt. Ltd, Hyderabad. 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, Hyderabad. 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.

www.nvee.in/vc

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Certifications

Create High-Fidelity Designs and Prototypes in Figma

Google UX Design Professional

Conduct UX Research and Test Early Concepts

Google UX Design Professional

Build Wireframes and Low-Fidelity Prototypes

Google UX Design Professional

Start the UX Design Process Empathize, Define, and Ideate

Google UX Design Professional

Foundations of User Experience (UX) Design

Google UX Design Professional

User Experience Design Fundamentals

IBM SkillsBuild

Basic Principles of Design

IBM SkillsBuild (A Collaboration of Adobe & IBM)

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

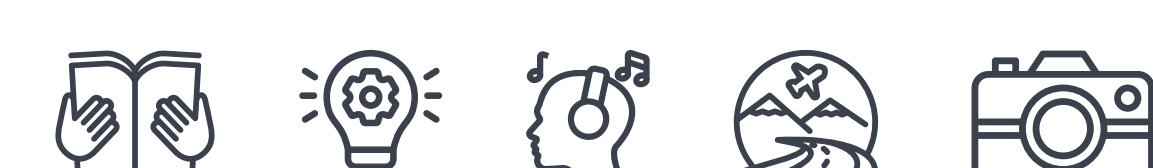
Education

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."

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