



# 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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