



**VARAPRASAD  
CHILUMULA**  
*Lead UI/UX Designer*

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## OBJECTIVE

Passionate and seasoned designer with 8+ years of expertise in UI/UX, translating concepts into compelling digital experiences. Proven proficiency in crafting innovative mobile apps and web platforms. Additionally, accomplished in Web & Graphic Design with 3+ years of experience, creating visually appealing web pages and graphics. Eager to contribute creative solutions and design excellence to dynamic projects.

## JOB EXPERIENCES

### Lead UI/UX Designer

DEFTeam Solutions Private Limited. Hyderabad, Telangana, India | Feb 2020 – Till Date

- Coordinated with a few members UX Design team to develop comprehensive documentation of UI Design modules for use by 80+ employees across 3+ departments; equipped employees with new tools Figma and Adobe XD enhancing skills by 20%.
- Launched Gamified Employee Experience, crafting incentives. Boosted experience, fueled a 30% revenue hike. Uniquely skilled in holistic, user-centred UI/UX design on innovative platforms.
- Lead impactful design initiatives, fostering collaboration and innovation for seamless, user-centric experiences, yielding 20% results.
- Conducted user research, and user testing, and gather feedback to iterate and improve design solutions by 50% for applications.
- Researched industry trends, design tools, and best practices, contributing valuable insights to design team for continuous improvement 90% success.
- Mentor and guide junior designers, fostering a culture of growth and continuous improvement.
- Owned UI/UX design strategy, championing user-centric principles, and played a key role in product roadmap discussions, achieving 80% success.
- Managed social media marketing and planned calendar for 5+ channels on social media.
- Applied expertise in design tools, including Adobe XD, Figma, Photoshop, Illustrator, Wireframe.cc, Draw.in, and proficiency in Microsoft 365 and Office for project execution.

### Sr. UI/UX Designer

DashNinja Technologies Pvt. Ltd. (AlohaABAIndia) Hyderabad, Telangana, India | Apr 2016 - Feb 2020

- Designing the UI architecture, interface, and interaction flow for on-device software applications for a variety of screen sizes.
- Strategically addressed UX challenges in applications, utilizing innovative and creative strategies to improve usability and findability for optimal user experiences.
- Interacted with business analyst and project manager to understand industry goals and aspirations on Autism management.
- Led impactful brainstorming, influencing website's aesthetics. Drove creative themes aligning with brand standards, elevating visual appeal and engagement.
- Utilized design tools such as Adobe XD, Figma, Adobe Photoshop, and Wireframe.cc, along with Microsoft 365 and Office for application design.





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## Web & Graphic Designer

BeHungry, RFL Group Venture Private Limited, Hyderabad, Telangana, India | Jun 2014 - Mar 2016

- Conceptualized and implemented visually appealing website interface design by 60% gained result.
- Implemented responsive design, optimizing user experiences across diverse devices, ensuring seamless interaction and enhanced accessibility for a broad audience.
- Produced captivating graphics for digital and print media, ensuring alignment with brand guidelines for a consistent and compelling visual identity.
- Crafted marketing collateral to elevate campaign effectiveness, ensuring impactful visual elements and messaging for enhanced overall marketing success.
- Achieved brand identity development and maintenance across diverse platforms, ensuring consistent and impactful representation across brand's digital landscape.
- Ensured visual cohesion through meticulous attention to color schemes, typography, and imagery, maintaining a consistent and compelling brand identity.
- Pursued continuous professional development to remain at forefront of design trends, ensuring innovative and up-to-date design solutions.
- Led design conferences, workshops, and online courses, empowering team members through skill enhancement and fostering a culture of continuous learning.
- Applied proficiency in Adobe Creative Suite, Photoshop, CorelDraw12, and Microsoft Office 2016 to deliver visually compelling design solutions.

## VOLUNTEERING

### As a Volunteer for The Church Of Jesus Christ of Latter-Day Saints

The Church of Jesus Christ of Latter-Day Saints - Seminaries and Institutes of Religion, Hyderabad India Stake, West Marredpally 2nd Ward, Hyderabad, Telangana, India | Jun 2019 - Till Date

- Instruct or teach underprivileged students on the importance of education, providing living, Career building using approved curriculum and fostering understanding.
- Actively participated in faculty and area in-service meetings, continually seeking professional development.
- Maintained accurate and timely student records, encouraging completion with credit.
- Facilitated a loving, respectful, and purposeful classroom environment, promoting a positive learning atmosphere.
- Collaborate with parents and local community leaders to identify and enroll potential students.
- Assisted students in fulfilling their roles in the learning process, preparing them to teach the gospel to others.
- Taking care of children in an orphanage, teaching in schools, providing medical care for underprivileged, performing practical service; conducting weekly training meetings etc.
- I am experienced and comfortable with public speaking and have several times addressed a group of 100 to 150 persons, speaking on a pre-assigned topic for about fifteen minutes.





## CERTIFICATES

### Graphic Design Fundamentals Certificate

Brigham Young University - Idaho  
Sept 2021 – Dec 2023

- Optimized a design process leads to consistent effective results.
- Make images clearly convey ideas and information to others.
- Prepare design files are production ready.
- Set typography with a clear hierarchy makes content more readable.
- Utilized industry-standard design software to efficiently complete design work.

### Pathway Connect Certificate

Brigham Young University - Pathway Worldwide  
Sep 2018 - Jul 2019

- English language speaking & writing.
- Decision making & problem solving.
- Online teamwork & collaboration.
- Mathematical reasoning.
- Leadership & time management.
- Effective communication.

### Applied Self-Reliance Principles

Ensign College (formerly LDS Business College)  
May 2015 - Aug 2015

- Completed internal training in Applied Self-Reliance Principles.
- Demonstrated proficiency in key principles, including exercising faith, time management, obedience, financial management, responsibility, problem-solving, teamwork, communication, perseverance, integrity, and a commitment to learning.
- Awarded a Certificate of Completion from Ensign College (formerly LDS Business College)

## EDUCATION

### Institute of Religion Graduation Diploma

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

- Completed 14 credits, including required Cornerstone courses and electives.
- Demonstrated commitment to gospel principles, scripture study, and spiritual growth.
- Awarded Institute Diploma in recognition of academic and spiritual achievement.

### Board of Intermediate Education

Sai Gouthami Junior College, Suryapet  
Jun 2003 - May 2005

### Board of Secondary Education

Vishwa Bharathi Vidya Nilayam School, Suryapet  
Jun 2000 - May 2002

## ADDITIONAL SKILLS

### UI/UX Design

User Interface (UI) Design	Information Architecture
User Experience (UX) Design	Design Thinking
Interaction Design	User-Centered Design
Wireframing and Prototyping	Mobile App Design
Usability Testing	Responsive Design

### Web Design

HTML5, CSS3	Web Development Principles
JavaScript	Content Management Systems (CMS)
Responsive Web Design	Web Accessibility
Cross-Browser Compatibility	SEO Basics
UI/UX Integration	

### Graphic Design

Adobe Creative Suite (Photoshop, Illustrator, InDesign)		
Print Design	Logo Design	Typography
Branding & Identity	Layout Design	Photo Editing