

YEDDALA SUKUMAR

UI/UX Designer — Product Designer — User Experience Designer

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LinkedIn: linkedin.com/in/yeddala-sukumar-52958b1ba — Portfolio: yeddala-sukumar.github.io/portfolio2.0

Behance: behance.net/yeddalasukumar — Dribbble: dribbble.com/Yeddala_Sukumar

PROFESSIONAL SUMMARY

Entry-level UI/UX Designer and Product Designer with hands-on experience in user interface design, user experience design, wireframing, and interactive prototyping using Figma. Skilled in user research, usability testing, animation design, micro-interactions, and creating engaging, conversion-driven user experiences. Expertise in mobile app design, web design, e-commerce design, responsive design, and Auto Layout-driven design systems. Proficient in HTML5, CSS3, JavaScript with strong foundation in frontend development, scalable design systems, and Agile methodologies. Proven ability to reduce cognitive load and improve user engagement through data-driven design decisions and premium visual aesthetics.

CORE SKILLS

UI/UX Design: User Interface Design, User Experience Design, Mobile UI Design, Web UI Design, Responsive Design, Mobile App Design, Wireframing, Prototyping, High-Fidelity Mockups, Low-Fidelity Wireframes, Auto Layout Design

Design Tools: Figma, Adobe XD, Sketch, Miro, FigJam, InVision, Balsamiq, ProtoPie, Marvel, Dribbble

UX Research: User Research, User Testing, Usability Testing, A/B Testing, User Personas, User Journey Mapping, User Flows, Task Analysis

Design Specialties: Visual Design, Animation Design, Micro-interactions, Interaction Design, Design Systems, Component Libraries, Style Guides

Frontend Development: HTML5, CSS3, JavaScript, Bootstrap, Responsive Web Design, Git, GitHub, Version Control

Backend Development: Java, PHP, MySQL, SQL, NoSQL, RESTful APIs

Methodologies: Design Thinking, Agile, Scrum, User-Centered Design, Human-Centered Design, Information Architecture, Conversion Optimization

Soft Skills: Problem Solving, Collaboration, Communication, Attention to Detail, Critical Thinking, Team Work

PROFESSIONAL EXPERIENCE

UI/UX Designer Intern

The Website Makers

January 2025 – March 2025

Remote

- Designed minimal e-learning mobile application focused on course discovery and user engagement, reducing cognitive load by 40 percent through optimized navigation and information architecture
- Created comprehensive user flows, wireframes, and high-fidelity UI designs in Figma for 30+ mobile screens ensuring consistency across iOS and Android platforms
- Built interactive prototypes with animations and micro-interactions to demonstrate user experience
- Conducted usability testing sessions with 15+ users to validate design decisions and identify pain points
- Developed scalable design system with 50+ reusable components including buttons, cards, forms, and navigation elements
- Collaborated with product managers and developers in Agile environment ensuring seamless design implementation
- Applied user-centered design principles and UX best practices to create intuitive mobile interfaces

Java Software Developer Intern

CDST Informatics Private Centre

February 2021 – July 2021

Vijayawada, Andhra Pradesh, India

- Developed dynamic web applications using Java, PHP, HTML5, CSS3, JavaScript, and MySQL database
- Implemented responsive UI designs following mobile-first design approach and modern CSS techniques
- Created user-friendly interfaces with focus on usability and cross-browser compatibility
- Optimized application performance reducing page load times by 30 percent through code optimization
- Utilized Git and GitHub for version control and collaborative team development
- Participated in Agile sprint planning, daily standups, and code reviews

KEY PROJECTS

CARE'O - Luxury Beauty E-Commerce UI Design <i>Personal Portfolio Project</i>	2025
– Designed luxury beauty e-commerce platform with modern, premium visual aesthetic and clean interface	<i>Figma, Auto Layout</i>
– Implemented fully Auto Layout-driven approach in Figma ensuring scalable and maintainable design system	
– Created responsive layouts adapting seamlessly across desktop, tablet, and mobile breakpoints	
– Designed comprehensive shopping flows for skincare, haircare, and makeup product categories	
– Established consistent UI components and patterns across all responsive breakpoints	
– Built interactive prototype demonstrating complete e-commerce user experience and interactions	
– Applied luxury design principles with focus on typography, white space, and premium brand aesthetics	
– Published design showcase on Dribbble demonstrating responsive design capabilities	
Fully Animated Gym Website - UI/UX Design <i>Personal Portfolio Project</i>	2025
– Designed conversion-driven gym website with focus on animations, micro-interactions, and user engagement	<i>Figma, ProtoPie</i>
– Conducted comprehensive user research to understand gym member needs and pain points	
– Created detailed user personas, user journey maps, and user flows for complete user experience	
– Designed wireframes and high-fidelity UI mockups emphasizing service clarity and trust-building	
– Implemented transformation stories and social proof elements to increase user trust and conversions	
– Designed free trial call-to-action buttons to reduce friction and improve conversion rates	
– Created fully interactive animated prototype showcasing smooth transitions and engaging animations	
– Published detailed case study on Behance demonstrating complete design process from research to final design	
E-Learning Mobile Application - UI/UX Design <i>Personal Portfolio Project</i>	January 2025 – March 2025
– Conducted user research with 20+ participants through interviews and surveys to identify learning pain points	<i>Figma</i>
– Created user personas representing students, professionals, and lifelong learners with specific goals	
– Developed user journey maps and information architecture for 30+ mobile screens	
– Designed complete mobile learning interface focused on usability, accessibility, and minimal design	
– Built interactive prototype demonstrating course browsing, enrollment, and progress tracking features	
– Achieved 95 percent task success rate through iterative design and usability testing	
– Established design system ensuring consistency and scalability across entire application	

EDUCATION

Bachelor of Technology (BTech) in Cyber Security <i>Sree Vidyanikethan Education Trust (SVET)</i>	November 2021 – July 2025
– Specialization: Cyber Security, Computer Forensics and Counterterrorism	<i>Tirupati, Andhra Pradesh, India</i>
Diploma in Computer Science <i>Nuzvid Polytechnic College</i>	2018 – 2021
– Specialization: Computer Science and Engineering	<i>Nuzvid, Andhra Pradesh, India</i>

CERTIFICATIONS AND TRAINING

Java Developer and Web Development Certification - CDST Informatics Private Centre (2021)

UI/UX Design - Self-directed learning through industry courses and practical projects

Figma for UI/UX Designers - Hands-on expertise through professional and personal projects

ADDITIONAL INFORMATION

Languages: English (Professional Working Proficiency), Telugu (Native Proficiency), Hindi (Professional Working Proficiency), Tamil (Elementary Proficiency)

Portfolio Links: Complete UI/UX case studies available at yeddala-sukumar.github.io/portfolio2.0, behance.net/yeddalasukumar, dribbble.com/Yeddala_Sukumar, and linkedin.com/in/yeddala-sukumar-52958b1ba

Design Focus: User-centered design, minimal interfaces, accessibility, conversion optimization, iterative design, responsive layouts

Availability: Open to full-time UI/UX Designer and Product Designer entry-level opportunities