

UI/UX & Visual Designer designer with over 7+ years of experience in the industry, I have developed a keen eye for detail, creativity, and user-centric design principles. Throughout my career, I have worked with clients in a variety of industries, such as e-commerce, healthcare, and finance, on a wide range of digital projects, including mobile apps, web applications, and platforms. A proven track record of delivering projects on-time, while consistently exceeding expectations. Strong communication and collaboration skills, with a passion for design and a commitment to delivering high-quality results.

UST Global | Jan 2024 — Present

User Experience Designer

Amazon

User Experience Designer - Fintech Product

Jan 2024 — Present

- Translating business requirements into actionable design solutions through a deep understanding of BRD, user stories, user flows, and wireframes.
- Developing design mockups & interactive prototypes to validate design concepts and gather use feedback.
- Maintain and evolve design systems to ensure a cohesive and consistent user experience across all amazon fintech products.
- Work closely with cross-functional teams, including product management, engineering, and other relevant teams, to ensure alignment and effective implementation of design solutions.
- Develop content guidelines and maintain consistency in messaging throughout the product.
- I specialise in enhancing user experiences through comprehensive accessibility annotations, UX annotations, and meticulous component annotations for design solutions.

TYNYBAY INC | Nov 2021 - Jan 2024

UI/UX & Visual Designer

EVRE

UI/UX Designer - EV charging Mobile app

June 2022 - Jan 2023

- Creating wireframes, user flows, and prototypes to visualise and testing design concepts.
- Developing the visual design and ensure that it meets all the requirements
- Managing and maintaining design systems to ensure consistency across the product.
- Collaborating with developers to ensure the implementation of pixel-perfect UI designs.
- Defining and implementing solutions for product direction, visuals, and user experience, with a focus on designing and developing mobile applications.
- Conducted usability testing and gathered feedback to iterate and improve designs.

TYNYBAY

UI/UX & Visual Designer - Website Re-Design

Nov 2021 - June 2022

- Perform competitive analysis to gather insights and best practices from similar websites in the industry.
- Identify unique design opportunities to differentiate TYNYBAY's website.
- Create wireframes to outline the structure and layout of the redesigned website.
- Design visually appealing and user-friendly interfaces that align with TYNYBAY's brand identity.
- Develop a cohesive visual style, including color schemes, typography, icons, and imagery.

Aumnics Inc

UI/UX Designer - SAAS Product

Oct 2019 - Nov 2021

- Worked as a UX & UI designer, where I contributed to the design of mobile, web and SaaS products to improve various sections
 - Understanding user requirements and translating their requirements into strong user experiences.
 - Handled design review to maintain the design consistency of application after the implementation.
 - Work closely with cross-functional teams, including product management, engineering, and other relevant teams, to ensure alignment and effective implementation of design solutions.
 - Revamped the Design System and introduced new components as per the need
 - Designed several modules for the Aumnics portal while collaborating closely with PMs and the UX lead. Managed the execution phase and coordinated effectively with developers to ensure successful implementation.
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MTW Labs

UI/UX Designer

June 2017 - October 2019

- Worked on Web and Mobile Applications from concept to design and implementation, collaborating with Project Managers and Business Analysts
 - Create interactive prototypes that simulate how the final product will work, allowing stakeholders and developers to visualize the design.
 - Develop and maintain design systems or style guides to ensure consistency across the product.
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Avontix Solutions

Visual & UI Designer

April 2015 - June 2017

- Collaborated with cross-functional teams to design and develop user-friendly interfaces for Mobile and web applications
 - Designing logos, brochures, and icons was also part of my responsibilities
 - Participated in the redesign of the company's website and created PowerPoint presentations for business meetings.
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EDUCATION

BFA - Applied Arts

Osmania University, 2009 - 2015

Senior secondary board

Government Junior College, 2007 - 2009

SKILLS

Research, Design Thinking, User Experience
Wire-framing, Visual Design, Interaction Design
Prototyping, Usability Testing, Documentation
Branding and Identities, Lottie Animation,
Motion Graphics, Illustrations

TOOLKIT

Figma, Adobe XD, Illustrator, Sketch,
Photoshop, InVision, Zeplin, Canva

CERTIFICATIONS

Interaction Design for Usability | IxDF

Digital Skills User Experience | Accenture

Visual Design the Ultimate Guide | IxDF

Design Thinking the Ultimate Guide | IxDF

Information Visualisation | IxDF

Design for the 21st Century with Don Norman | IxDF

Design Thinking Understanding the Process | LinkedIn