**Rama Krishna Paritala**

**UX/UI Designer**

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**SUMMARY**

As a seasoned UX/UI Designer with 5+ years of experience, demonstrating proficiency in leading end-to-end design processes, from user research to prototyping and testing. He excels in collaborating with multidisciplinary teams to craft user-friendly and visually appealing websites and applications across various industries. Rama Krishna leverages his deep understanding of UI elements and front-end development to address real-world design challenges effectively. With expertise in a plethora of design tools and technologies, including Figma, Adobe XD, HTML, CSS, and Angular, he has successfully delivered impactful projects such as the Products list application for distributors and the Payments portal for healthcare. Rama Krishna's strong background in design strategy, usability testing, and front-end coding, coupled with his continuous learning through certifications and internships, reflects his commitment to excellence in the field of UX/UI design.

**Skills**

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| **Design** | User Interface Design, User Experience Design, Typography, User Persona, Competitive Analysis, Information Architecture, Wireframing, Design Systems, Prototyping, Visual Design, Interaction Design, User Research, Responsive Design, Usability Testing, Accessibility (WCAG), Accessibility Testing, User-Centered Design (UCD), Style Guides & Pattern Library. |
| **UX/UI Design Tools** | Figma, Adobe XD, Adobe Photoshop, Balsamiq, Miro, Zeplin, Marvel, Protopie, Figjam, Maze, Draw.io, Axure RP 10 |
| **Web Technologies** | Html, Css3, Bootstrap, Sass, JavaScript, jQuery, jQuery Ui, Angular, Angular Frameworks. |
| **Ide** | Visual Studio Code, Dreamweaver, Notepad++, Sublime Text 2. |
| **Version Control** | GIT. |
| **Project Management** | Agile, Scrum, JIRA, Version 1 |

**PROFESSIONAL EXPERIENCE**

**Technical Proficiency and Collaborative Excellence in UX/UI Design | May 2023 – April 2024**

* Dedicated significant time to deepen knowledge and proficiency in technical skills, investing in continuous learning and staying updated with the latest industry trends and best practices.
* Developed and implemented Continuous Integration (CI) and Continuous Deployment (CD) pipelines for seamless integration and deployment of user interface designs across multiple projects.
* Collaborated closely with cross-functional teams, including developers, testers, and project managers to streamline the design-to-deployment process, fostering effective communication and synergy among team members.
* Ensured meticulous version control and maintained design consistency throughout iterations using version control systems such as Git, fostering a collaborative and organized workflow environment.
* Automated design testing processes to ensure rigorous quality assurance and user experience consistency across different platforms and devices, leveraging automation tools to enhance efficiency and effectiveness.
* Integrated design tools seamlessly with CI/CD pipelines to automate design updates and deployments, significantly reducing manual effort and accelerating the delivery timeline.
* Conducted regular evaluations and optimizations of CI/CD workflows to enhance productivity, minimize downtime, and ensure continuous improvement in process efficiency.
* Provided comprehensive documentation and conducted training sessions to empower team members with in-depth understanding of CI/CD best practices and workflows, fostering a culture of knowledge sharing and skill development.
* Actively participated in Agile ceremonies such as sprint planning, stand-ups, and retrospectives to align design efforts with development cycles, promoting collaboration and iterative improvement within the team.
* Collaborated on user interface designs for financial services platforms, ensuring compliance with industry regulations and optimizing user experiences for financial transactions.
* Incorporated financial data visualization techniques into UI designs to enhance user understanding and decision-making processes.
* Implemented user feedback mechanisms within financial applications to gather insights for iterative design improvements.

**UX/UI Designer & UI Developer | Cognizant | Feb 2020 – July 2022**

* Communicated with product managers and UX designers to translate project requirements and business objectives into polished user interfaces.
* Recommended design changes and iterative updates to IT manager.
* Devised site maps and mockups for designs based on proven methodologies and end-user feedback.
* Integrated UI features complying with prescribed code standards and technical design guidelines.
* Collaborated with teammates to deliver valuable features meeting business and customer needs.
* Worked with design teams, project managers and business analysts to create intuitive and easy-to-use software Application.
* User wireframes, mock-ups, and prototypes to establish user interface design and architecture.
* Conducted live user testing of components and functionality to evaluate effectiveness of designs and enhancements.
* Drove UI requirements through to implementation, complete with accurate sizing estimates and task breakdowns.
* Converted abstract ideas and requirements into user personas and storyboards. Worked closely with UX and product teams to define visual and functional requirements.
* Developed application UIs via emerging front-end technologies.
* Conducted live user testing of components and functionality to evaluate effectiveness of designs and enhancements.
* I have in-depth knowledge of UI elements, and I code for sample HTML templates too.
* Worked with UI components for jQuery, Angular, and React Js projects.

**Internship| ENut Technologies | Hyderabad | Jan 2019 – Dec 2019**

During my internship, I took beginning to intermediate UX/UI design classes. I completed it in eight months and was able to comprehend the ideas. worked on a couple of internal live projects as a UX designer. developed design systems for several projects and learned how to use Figma's shortcuts and plugins. using figJam, Miro, balsamic, and other tools to practice each concept. worked on live, service-based initiatives for undergraduate schools. gained knowledge of front-end technologies such as HTML, CSS, and BOOTSTRAP. Create some responsive templates with this.

**Education**

**Masters Aug 2022 – April 2024**

MS Information Systems Tech

**Bachelor’s degree 2014 – 2018**

**SRM UNIVERSITY**

Bachelor of Technology

**PROJECTS**

**Products list application for distributors (PLAFD)**

**UX/UI Designer and Developer**

PLAFD is a platform for product owners and distributors. The company lists all the products in the PLAFD tool that manufacture. Here companies start selling their products directly to distributors at great prices. Distributors manage their inventory, listings, and orders across multiple online marketplaces. Distributors can directly list purchased products on their website Quick Response even in bulk products.

**Responsibilities**

* Design Strategy, User Experience, Information Architecture, Usability, UI flows, Web / Tablet application Design, Wireframe & Mockup Development, Rapid Prototyping and Visual Design. Design mockups, and create wireframes, storyboards, user flows, documentation, and sitemaps to effectively communicate design ideas and site maps using tools such as Figma to present mockup designs for web applications.
* Responsible for implementing mockups based on UX Design spec using HTML, CSS  
  BOOTSTRAP.
* Frameworks used (Prime NG, Angular Material, chartjs, ng-bootstrap, ngx-charts, ng2-charts).
* Provided technical support on various projects related to accessible design.
* Work on cross browser compatibility and hence worked on different browsers like Google chrome, Internet Explorer, Firefox.
* Proven Ability to lead and manage complete project life cycles, from initial planning/requirements gathering in Design and Front-end development.
* Work experience in coding frond end for some part of projects.
* Knowledge of Html, CSS, Bootstrap, SASS, and responsive web design.

**Environment:** Figma, Figjam, Zeplin, HTML, CSS, Bootstrap, Sass, Angular js, Prime NG, Angular Material, chartjs, ng-bootstrap, ngx-charts, ng2-charts, Visual Studio Code.

**Payments portal for healthcare**

**UX/UI Designer and Developer**

Rebranding is the primary purpose of the Patient Payments Monitoring Portal is to provide healthcare organizations with a centralized and efficient tool for overseeing and managing patient payments globally. By offering real-time insights, customizable reporting, and secure data handling, the portal aims to enhance financial transparency, streamline payment processes, and ensure compliance with regulatory standards.

**Responsibilities**

* Collaborate closely with the branding team to ensure alignment between the visual identity and the user experience.
* Frameworks used (Prime NG, Angular Material, chartjs, ng-bootstrap, ngx-charts, ng2-charts).
* Optimize the design for responsiveness across different devices and screen sizes to ensure a consistent user experience.
* Iterate on the design based on user feedback and usability testing results to refine the user experience.
* Conduct usability testing to gather feedback on the rebranded interface and identify areas for improvement.
* Redesign UI components such as buttons, navigation menus, and icons to align with the new brand aesthetic.
* Become intimately familiar with the organization's new mission, values, and objectives.
* work on improving cross-browser compatibility, which involved using a variety of browsers, including Firefox, Internet Explorer, and Google Chrome.
* Demonstrated Capacity to oversee and lead projects through their whole life cycles, from basic planning and requirements collecting in design to front-end development.
* work experience with several front-end coding projects.
* Knowledge of Html, CSS, Bootstrap, SASS, and responsive web design

**Environment:** Figma, Figjam, Zeplin, HTML, CSS, Bootstrap, Sass, Angular js, Prime NG, Angular Material, chartjs, ng-bootstrap, ngx-charts, ng2-charts, Visual Studio Code.

**Letu | UX/UI Designer**

Letu is a platform designed for both learners and tutors. With Letu, tutors can easily upload their courses and learners can start learning with just a few clicks at affordable prices. Whether you're looking to learn a new subject or teach one, Letu makes it easy and accessible for everyone.

**Responsibilities**

* Conducting Problem Solution, Information Architecture, User Flow, Prototyping, Design Strategy, Wireframes, User Research, Usability Testing, User Persona, Visual Design, Competitive Analysis.
* Facilitating communication between different users to ensure a shared understanding of design requirements in their point of view and decisions.
* Facilitating prototyping workshops with different users to generate and explore design ideas.
* Test designs with real users and gather feedback to iterate and improve.
* Worked with accessibility concepts and implemented in design system.
* Listed User Interview question from learners and tutors Perspective.

**Environment:** Figma.

**BIET (Bharath institute of engineering and technology) | UX/UI Designer – Intern**

During my internship, I took beginning to intermediate UX/UI design classes. I completed it in eight months and was able to comprehend the ideas. worked on a couple of internal live projects as a UX designer. Developed design systems for several projects and learned how to use plugins. using figJam, Miro, balsamic, and other tools to practice each concept. worked on live, service-based initiatives for undergraduate schools. Gained knowledge of front-end technologies such as HTML, CSS, and BOOTSTRAP. Create some responsive templates with this.

**Responsibilities**

* Supporting senior designers with user research activities such as interviews, surveys, and usability testing.
* Learning to incorporate feedback from senior designers and stakeholders into design iterations.
* Supporting the creation of design specifications and documentation for development teams.
* Designed a few pages and got live experience in project.
* Gained knowledge of front-end technologies such as HTML, CSS, and BOOTSTRAP.
* Collaborating closely with developers, other designers, and product managers to guarantee alignment with project objectives.
* Facilitating communication between different team members to ensure a shared understanding of design requirements and decisions.
* Observing seniors in design reviews and providing constructive feedback on colleague’s work.
* Work on cross browser compatibility and hence worked on different browsers like Google chrome, Internet Explorer, Firefox.
* Proven Ability to lead and manage complete project life cycles, from initial planning/requirements gathering in Design and Front-end development.
* Work experience in coding frond end for some part of projects.
* Knowledge of Html, CSS, Bootstrap, SASS, and responsive web design.

**Docs Compare | UX/UI Designer**

Docs Compare allows users to download and exchange legal document templates, arrange appointments with reasonably priced legal consultants, and check their various legal papers against a standard template to make sure everything is proper.

**Responsibilities**

* Conducting User Research, User Personas, Wireframing, Prototyping, Usability Testing, Iterative Design, Information Architecture, Visual Design, UI Component Design, Interaction Design, Communication with users, Design Documentation, Problem-solving.
* Facilitating communication between different users to ensure a shared understanding of design requirements in their point of view and decisions.
* Facilitating prototyping workshops with different users to generate and explore design ideas.
* Test designs with real users and gather feedback to iterate and improve.

**Environment:** Figma, Maze.

**Certifications**

Figma Essential Training the Basics, Figma for UX Design, Principle for UX Design, UX Foundations Interaction Design, UX Foundations Research, Designing Micro Interactions with Figma, Figma for UX Design, UX Foundations Interaction Design.