**Banka Gangadhar**

**UI UX Designer**

*Hyderabad, Telangana• gangadharbanka2204@gmail.com • +91 6303608551*

**PROFESSIONAL SUMMARY:**

Creative and detail-oriented UI/UX Designer with 3+ years of experience designing user-centric digital products across web and mobile platforms. Proficient in user research, wireframing, prototyping, and collaborating with cross-functional teams in Agile environments. Adept at translating business goals into intuitive, accessible, and engaging user experiences.

**SKILLS:**

* **Design:** Figma, Adobe XD, Sketch, InVision, Adobe Illustrator, Photoshop, Adobe Creative Suite, Visual Design, Icon Design, Layout Design, Sketching, Interaction Design, Graphic Design, Typography, Colour theory, Animation,
* **User Research:** Interviews, Surveys, Personas, Competitive Analysis, Wireframing, Empathy mapping, User Journey Mapping, Affinity Diagrams, Information Architecture, User flow, Task Flow, Storyboarding, Brainstorming, Prototyping, Usability Testing,
* **UX Methods:** Design Thinking, Lean UX, Heuristic Evaluation, A/B Testing
* **UI Development:** HTML, CSS, Bootstrap, basic JavaScript
* **Prototyping & Handoff:** Zeplin, Figma, Adobe XD
* **Other Tools:** Jira, Confluence, Miro, Notion, Balsamiq

**PROFESSIONAL EXPERIENCE:**

**UI UX Designer Intern***Softic Digitech Pvt Ltd March 2022 Aug 2022*

* Assisted in wireframing, prototyping, and user flow creation for digital products.
* Worked closely with stakeholders to translate business requirements into user-friendly designs.
* Contributed to accessibility improvements and responsive design optimizations.
Assisted in usability testing sessions and gathered user feedback for iteration.
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**Junior UI/UX Designer** *Aug 2022 – Aug 2023*

* Supported senior designers in creating UI assets, mock-ups, and design documentation.
* Participated in user testing sessions and documented feedback for iterations.
* Worked on mobile-first designs for e-commerce and healthcare client projects.

**UI/UX Designer** *Present*

* Redesigned the company’s flagship B2B platform, resulting in a 25% improvement in task success rate.
* Led user research initiatives, including user interviews and surveys to identify pain points and insights.
* Built responsive interfaces and collaborated closely with front-end developers for seamless handoffs.
* Designed and improved user interfaces for 10+ web and mobile applications, enhancing usability and engagement by up to 35%.
* Conducted end-to-end user research, usability testing, and iterative design improvements based on findings.
* Created wireframes, interactive prototypes, and design systems using Figma and Adobe XD.
* Collaborated with product managers, developers, and QA teams in Agile sprints to meet business and user needs.

**EDUCATION**

**Bachelor of Computer Science**
*Vinayaka Mission University, Salem, Tamil Nadu* |*2020 – 2023*