

SAI RAMESH NAKKA

UX/UI Designer

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Summary

- Around 4+ years of professional experience as UI/UX designer in design, development and test of web - based and front-end applications.
- Advanced UX / UCD / UI Design conception, creation and building concepts including wireframe, layouts, workflow diagrams - Adobe Xd for rapid application prototyping and final end user mockups.
- Expert in UI/UX design tools including Photoshop, Invision, Sketch, Illustrator and Adobe Effects.
- Experience leading a team project and guiding them.
- Hands on experience in graphics designing, logo making and making banners for web apps.
- Worked as a digital designer where I work in Adobe Photoshop, Illustrator, Axure, Balsamiq, After Effects, 3Ds Max, Maya and Premiere to help create any digital content for all different projects.
- Experienced in creating web wireframes Using Axure Rp, Adobe Photoshop, Adobe Experience Manager (AEM).
- Experience in various IDEs like Eclipse and Notepad++, Sublime, Microsoft Visual.
- Created Product prototypes using Figma and Atomic.
- Extensive knowledge and use of HTML5, CSS3 (including LESS and SASS), and JavaScript.

EXPERIENCE

Bit Solutionsus

UX Designer

TX

NOV 2023- Present

- Revamped mobile, web app experiences with a focus on Proto Pie and Figma, significantly elevating user engagement and satisfaction.
- Solely pioneered an AI chatbot by leveraging social psychology and data analysis, resulting in a 30% reduction in HR support calls.
- Advocated and implemented conversational design and emotional design principles with Proto Pie, increasing HR Support Center awareness by 1000% and usage by 26%.
- Designed and oversaw design systems in Figma to keep the look and feel of the product consistent across web and mobile interfaces.
- Designed wireframes and developed high-fidelity mockups, contributing to HTML and CSS development and ensuring adherence to best practices and usability.
- Addressed new hire concerns, enhancing onboarding flows and improving initial experiences.
- Managed Agile projects with Jira and Miro, fostering team collaboration and project efficiency.

Tata Consultancy Services

UX/UI Designer

India

Oct 2022- Jul 2023

- Provided design and user experience solutions for B2B clients in the technology sector, including Ericsson, Infineon, and AMD.
- Designed wireframes and interfaces for AMD's testing team, enabling a 50x acceleration in the process of image comparison between CPU-rendered and original images.
- Designed advanced interactive prototypes in Figma to test realistic user flows, allowing for better stakeholder alignment and minimizing rework during the development process.
- Led the product strategy and design of Swiggy's Pay Later feature, enhancing the B2C payment experience for 14M+ active users by introducing a seamless checkout process, resulting in a 20% increase in transaction completion rates.
- Directed cross-functional collaboration, achieving a partnership with Lazypay and launching a comprehensive suite of payment options, including Buy Now, and Pay Later, which contributed to a 15% uptick in user adoption of new payment methods.
- Pioneered the design and prototyping of Swiggy Payments, including UPI, Wallet, and Pay Later services, through user-centered design approaches, leading to a 35% decrease in payment abandonment and a 40% improvement in user satisfaction scores.
- Established clear objectives and meticulously crafted user flow diagrams to depict the end-to-end journey of users, from their initial engagement point to the ultimate interaction within the product.
- Created, evaluated, and iterated wireframes, and utilized Adobe as the design tool.

- Designed web interfaces and templates using Photoshop, including optimizing web images, and contributed to HTML and CSS development for an online music platform, ensuring best practices and usability.
- Led user testing and research using diverse methods like card sorting and surveys, analyzing results with tools like Open Refine to inform and enhance design choices.
- Conducted user testing on interactive Figma prototypes, with actionable insight that resulted in a 25% improvement in the user experience metrics.
- Developed wireframes for application features, focusing on user experience and functionality, and transformed them into interactive prototypes.
- Orchestrated design strategies encompassing user flows, prototyping, and visual design, ensuring the fusion of strong usability and aesthetic appeal.
- Served as the UX Research expert to develop a user review app that boosts credibility and sales from happy customers.
- Conducted a competitive analysis to get strategic insights into the features, functions, and flows of competitors' products.
- Defined goals and created user flow to lay out the user's movement through the product from the entry point right through to the final interaction.

EDUCATION

- **MS Information Technology, Specialization Human-Computer Interaction.** Kansas, MO
Avila University Aug 2025
- **B Tech, Electrical and Electronics Engineering** Guntur, India
St. Mary's Group of Institutions May 2022

SKILLS

- A deep research into the UI/UX Design discipline | Wire framing | Prototyping | User-Centered Design | Interaction Design | Mobile and Web App Design | Accessibility Design | Affinity Mapping | Card Sorting | User Research | Heuristic Evaluation | User Personas | Social Psychology | Quantitative Analysis | Journey Maps Surveys & interviews | Usability Testing | A/B Testing Qualitative Analysis

TOOLS

- Figma | Proto Pie | Adobe Creative Cloud | Adobe XD | Canvas | Sketch | Visual studio | In Vision | Axure | Balsamiq | Zeplin | SurveyMonkey | User Testing | User Zoom | Jira | Miro Google Analytics | Abstract | Heap | Kiss metrics