

# Venus Kondapalli

Lead UX Researcher & Design Consultant · 13+ Years Experience

Mobile Apps · SaaS / B2B · Fintech · E-commerce · Enterprise Platforms · Accessible Design

## CONTACT

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Website	<a href="https://www.venuskondapalli.com">https://www.venuskondapalli.com</a>
Location	Hyderabad, India · Open to relocation (EU / Germany)
Nationality	Indian · Eligible to apply for EU Blue Card
Languages	English (Fluent · C1), Telugu (Native)

## PROFESSIONAL SUMMARY

Senior UX Research & Design leader with 13+ years of experience designing intuitive, accessible, and scalable digital products across Mobile Apps, Responsive Web, SaaS, Fintech, B2B, and E-commerce platforms. Proven expertise in end-to-end UX — from discovery research and user journey mapping to high-fidelity prototyping and design systems governance. Adept at cross-functional collaboration with Product, Engineering, and Business teams to deliver measurable user outcomes. Actively seeking opportunities in Germany and the European Union.

## CORE COMPETENCIES

UX Research	Interaction Design	Usability Testing	Design Systems
Figma / Adobe XD	Prototyping & Wireframing	A/B Testing	Heuristic Evaluation
Accessibility (WCAG)	AI-Assisted UX	DesignOps	Stakeholder Management

## PROFESSIONAL EXPERIENCE

### Lead UX Researcher | NTT DATA (Client: Salesforce)

Mar 2024 – Present · Hyderabad, India

- Design and execute mixed-methods research plans (user interviews, surveys, usability testing, field studies, analytics) aligned to product roadmaps.
- Develop detailed user personas and segmentation models that inform feature prioritisation and design strategy.
- Deliver executive-level research reports and data-driven recommendations that directly influence product direction.
- Champion UX research best practices and contribute to organisation-wide research methodology frameworks.
- Measure research ROI and link UX findings to business KPIs, conversion improvements, and engagement metrics.

Tools: Figma, FigJam, Miro · Methods: Card Sorting, A/B Testing, Empathy Mapping, Storyboarding

### UX Design Consultant | Sanus Software Solutions (Client: GSK)

Aug 2023 – Feb 2024 · Bengaluru, India

- Led UX research and design for healthcare and pharmaceutical digital products serving medical professionals and patients.
- Created high-fidelity prototypes and information architecture for complex medical data flows and dosage guidelines.
- Ensured WCAG 2.1 AA accessibility compliance across all deliverables, supporting users with disabilities.
- Delivered research reports and usability insights to senior stakeholders, driving design iterations and product improvements.

Tools: Figma, FigJam, Miro · Methods: Usability Testing, Interviews, Heuristic Evaluation, A/B Testing

## Senior UI/UX Designer | Cimpres (Client: Vistaprint)

Feb 2021 – Jul 2023 · Bengaluru, India

- ▶ Owned end-to-end UX for multiple product workstreams within a large SaaS e-commerce platform used by millions globally.
- ▶ Contributed to and maintained a shared component and interaction pattern library, ensuring product-wide design consistency.
- ▶ Ran ADA compliance audits to WCAG 2.1 Level AA, improving accessibility for diverse user segments.
- ▶ Collaborated with Product Owners and engineering to translate business requirements into validated, high-fidelity designs.

Tools: Figma, Adobe XD, Sketch, Miro, Whimsical

## Senior UX Designer | Isthara Parks

Nov 2020 – Dec 2020 · India

- ▶ Conducted client discovery workshops to define user goals and product scope.
- ▶ Created wireframes, storyboards, sitemaps, and interactive prototypes; conducted usability testing and iterated on findings.

## UI/UX Designer | Machine Code

Jan 2018 – Oct 2020 · India

- ▶ Designed end-to-end UI/UX for multiple product platforms, conducting user interviews, usability tests, and competitive analysis.
- ▶ Mentored junior UX designers, providing design reviews and professional growth guidance.

## UX Designer | BMS Info Solutions Pvt Ltd

Oct 2015 – Dec 2017 · India

- ▶ Built navigation components, UI mockups, prototypes, and MVPs from research insights through to final delivery.
- ▶ Supported senior designers across research, wireframing, and visual design phases.

## Digital Marketing Executive | Globus Info Services Pvt Ltd

Jun 2013 – Aug 2015 · India

- ▶ Managed SEO, Google Analytics, email campaigns, and social media advertising; delivered monthly performance reports to clients.

## AI & GENERATIVE AI SKILLS

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Prompt Engineering	AI-Assisted Wireframing	Conversational UI / Chatbot Design
AI Persona & Journey Generation	Midjourney / DALL-E	Ethical & Responsible AI Design

## UX RESEARCH METHODS

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User Interviews	Contextual Inquiry	Card Sorting	Affinity Diagrams
Heuristic Evaluation	Usability Testing	A/B Testing	Empathy Mapping
User Personas	Journey Mapping	Storyboarding	DesignOps

## DESIGN TOOLS

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Figma · Adobe XD · Sketch · Adobe Illustrator · Adobe Photoshop · Adobe After Effects · InVision · Balsamiq · UXPin · ProtoPie · Axure · Miro · Whimsical · Canva · HTML & CSS

## CERTIFICATIONS

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- ▶ Professional Certificate in UI/UX Design — Digital Lync Technologies Pvt Ltd
- ▶ Advanced Certificate in Innovation & Experience Design — Interfacely
- ▶ Human-Computer Interaction — Interaction Design Foundation (IxDF)
- ▶ Qualitative & Quantitative User Research — Interaction Design Foundation (IxDF)
- ▶ UI Design Patterns for Successful Software — Interaction Design Foundation (IxDF)
- ▶ Design for the 21st Century by Don Norman — Interaction Design Foundation (IxDF)
- ▶ UX Portfolio Creation — Interaction Design Foundation (IxDF)

## EDUCATION

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### Bachelor of Engineering — Computer Science

Jawaharlal Nehru Technological University, Hyderabad, India · 2012

**EU Work Eligibility** Holding an Indian passport; eligible to apply for the EU Blue Card (Highly Qualified Worker) and German Skilled Immigration Act visa. Open to employer-sponsored relocation to Germany, Netherlands, Sweden, Denmark, and other EU/EEA countries.