

Rahul Gaddam

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UI/UX and Product Designer specializing in scalable, inclusive design for Finance, E-commerce, and EdTech platforms. Delivered 50–60% improvement in user flow efficiency, engagement, and task success through strategic, data-informed design. Expert in translating complex systems into intuitive experiences using design systems, behavioral insights, and agile leadership.

EDUCATION

Master of Science in Human-Centered Computing, University of Maryland Baltimore County.

GPA: 3.7/December 2025

Bachelors in B.A Honours Visual Arts Animation and Visual Effects, Jawaharlal Nehru Architecture and Fine Arts University.

GPA: 3.6/July 2022

SPECIALIZED SKILLS

Tools: Figma, Sketch, Adobe XD, Invision, Balsamiq, Webflow, Framer, Principle, Miro, Optimal Workshop, Photoshop, After Effects, Adobe Creative Suite, Canva, Framer, Notion, Fig Jam, Proto pie, UX Pin, Marvel, Zeplin, Google Analytics, Dovetail.

Design Skills: Product Design, Motion Graphic, Interaction & Visual Design, User Personas, Journey Mapping, User Research, Usability Testing, A/B Testing, Wireframing, Prototyping, cognitive walkthroughs, and analytics-based iteration.

Technical Skills: Typography, Color Theory, Iconography, Ideation Techniques, Identity Design, Empathy Mapping, Affinity Diagrams, Usability Heuristics, Qualitative and Quantitative research, A/B testing, Neurodesign, Heuristic Evaluation, interaction Designer.

EXPERIENCE

Modelling Artist, Technicolor MPC.

06/2022 – 11/2022

- Spearheaded design and 3D modeling of high-fidelity digital products using advanced surfacing, material simulation, and real-time rendering tools, creating immersive, production-ready prototypes that blend visual design with technical precision.
- Translated abstract concepts into functional, user-centered visual systems by applying typography, color theory, and iconography principles for scalable consistency and engaging cross-platform UI/UX design.
- Led cross-functional UX programs with product, engineering, and research teams using design systems and heuristic evaluation, speeding design-to-development handoff by 30% and aligning visual systems with business goals

Care Next Pvt.Ltd. (Founder & UI/UX Designer).

03/2023 – 12/2023

- Founded and led the CareNest healthcare app project, overseeing the full product lifecycle with user research, usability testing, and A/B testing driving a 60% boost in user flow efficiency and 50% increase in design cohesion.
- Directed advanced UX and market research using qualitative and quantitative research, empathy mapping, and behavioral insights, leading to an 80% increase in user satisfaction and 40% growth in retention.
- Built and scaled a modular, accessible design system grounded in interaction design, journey mapping, and neuro design. principles, reducing user friction by 70% and enhancing engagement by 35%.

PrimPrint Pvt.Ltd. (Co-Founder & UI/UX Designer).

05/2019 – 05/2022

- Led the design and development of PrimPrint's digital printing platform, leveraging wireframing, prototyping, and interaction design skills to deliver seamless, user-friendly workflows aligned with business objectives.
- Utilized user personas, usability heuristics, and affinity diagrams to continuously iterate features based on user feedback and analytics, increasing usability and repeat engagement.
- Applied motion graphics and micro-interactions to create visually compelling UI elements that enhance brand storytelling and improve customer satisfaction.

PROJECTS

SBI YONO Mobile Application Banking App (Redesign Project).

02/2024 - 07/2024

- Led a comprehensive UI/UX redesign of the platform, leveraging extensive user research, usability testing, and journey mapping to improve workflows and interaction models, increasing task efficiency by 65% and customer satisfaction by 80%.
- Delivered measurable business impact by enhancing mobile accessibility, implementing impactful UI illustrations and micro-interactions, and optimizing the design for ROI, engagement, and repeat usage.

Zara Website (Redesign Project).

11/2024 – 05/2025

- Directed a full-scale redesign focused on optimizing user flows and checkout processes, resulting in a 35% improvement in task completion rates and a 15% reduction in cart abandonment, enhancing business conversion metrics.
- Leveraged UCD, Design Thinking, and Agile UX practices to strengthen cross-functional collaboration, increase engagement by 55%, improve user satisfaction by 75%, and grow returning users by 80.89%, aligning design outcomes.

VOLUNTEERING& ACHIEVEMENTS

- Awarded Best Product Designer for delivering innovative, user-focused digital experiences across mobile and web platforms.
- Participated in a campus-wide design initiative at JNAFAU, achieving 60% of its objectives and enhancing collaborative design and storytelling skills.
- Certified in Graphic Design, UI & UX Design, and Web Development, including proficiency in HTML, CSS, JavaScript, and MS Word