

Shivanand Gujjari

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PROFESSIONAL SUMMARY

Accumulated over 5 years of hands-on experience as a **user experience/user interface designer**, specializing in **user-centered design** and Human Interaction design. Employed methodologies like **wireframing, interactive prototypes, and high-fidelity designs** to visualize and effectively communicate design concepts.

- Proficiently crafted simple, usable experiences within complex systems, leveraging large data sets while ensuring intuitive and **user-friendly interfaces**. Utilized industry-standard tools like **Figma and Adobe CC** extensively for designing assets, prototypes, and high-fidelity designs.
- Demonstrated proficiency in delivering work using design systems and enhancing existing ones to ensure consistency and scalability across projects.
- Applied **design thinking principles** to drive **user-centered solutions**, focusing on enhancing the overall **user experience** across various digital platforms. Played a key role in the creation of **intuitive design flows, wireframes**, and interactive **prototypes** to effectively communicate design concepts and iterate on **user feedback**.
- Leveraged extensive experience with **user testing methodologies** and interviews to gather actionable insights, ensuring that **design decisions** are informed by user needs and preferences. Actively contributed to the evolution of design systems, maintaining consistency and scalability while adhering to best practices in **UI/UX design**.
- Demonstrated effective **communication skills** in conveying design rationale and conceptual ideas to **stakeholders**, fostering collaboration and alignment on project objectives
- Successfully collaborated with project stakeholders and cross-functional teams, both locally and remotely, to **align on design goals** and ensure project success. Knowledgeable about the Agile development process, contributing to iterative design cycles and fostering collaboration between design and development teams.

PROFESSIONAL SKILLS

UI/UX Skills: User Research, User Flows, Wireframing, Prototyping, Information Architecture, Design thinking, Cognitive ergonomics, Visual design, Usability Testing, Design Systems, Color Theory, Motion Design, user flows, Micro-Interactions, Data Visualization, AR/VR, Machine Learning for UX, UX in Business, Information architecture, Interaction design, Human Centered Design.

Technical Skills: Front-end web development, Responsive web design, Accessibility, Performance Optimization, Design Handoff

Soft Skills: Communication, Teamwork, Problem-solving, Critical thinking, Creativity, Empathy

Design Software: Figma, Adobe Creative Suit, ProtoPie, Axure

User Research and Testing Tools: OptimalSort, SurveyMonkey, Qualtrics, UsabilityHub, UserTesting.com, Lookback, Hotjar

Development Tools: HTML, CSS, SCSS, JavaScript, Flexbox, React, Angular, Python, Git, APIs, CMS, Android Studio

Information Visualization Tools: Tableau, Power BI, Domo, SiSense **Collaboration Tools:** Zeplin, Invision, Jira

EDUCATION

Florida Institute of Technology – Melbourne, Florida, USA

Master of Science – Human-Centered Design

Jawaharlal Nehru Technological University - Hyderabad, India

Bachelor of Technology – Mechanical Engineering

PROJECT EXPERIENCE

Florida Institute of Technology – Melbourne, Florida

UX/UI Designer

Usability Evaluation of 321 Transit Public Transport App

January 2022 – May 2022

- Conducted in-depth user research and usability testing to identify key pain points in the 321-transit app, leading to a 15% increase in user satisfaction metrics.
- Implemented iterative design solutions based on usability assessment findings, resulting in a 20% decrease in average user task completion time within the app. Collaborated with cross-functional teams to prioritize and implement UX improvements based on user-centric principles, resulting in a 10% increase in app retention rates.
- Led the development of research initiatives to understand and design for diverse customer and user groups.
- Spearheaded projects to gather insights that informed product design decisions, resulting in enhanced user experiences and increased customer satisfaction.
- Demonstrated expertise in integrating consumer research findings into the product design process.
- Implemented strategies to seamlessly incorporate user feedback into product iterations, driving continuous improvement and innovation.
- Proficient in a wide range of User Research methods, including Usability Testing, Concept Testing, User Interviews, and more.
- Leveraged diverse research techniques to gain comprehensive insights into user behaviors and preferences, guiding product development efforts effectively.
- Utilized product usability testing tools to conduct rigorous testing throughout the product development lifecycle.

Florida Institute of Technology – Melbourne, Florida

UX/UI Designer

Mental Health and Nutritional Deficiencies

August - December 2022

- Conducted in-depth user research and analysis on mental health trends, identifying key pain points and preferences, which led to the development of a personalized AI solution tailored to individual needs, resulting in a 40% increase in user engagement.
- Collaborated with cross-functional teams to integrate dietary adjustments and digital platform features into the AI solution, ensuring seamless user experience and satisfaction, resulting in a 30% decrease in reported stress levels among users.
- Identified the problems and provided the best potential design solutions, more than 20 interviews, observations, affinity maps, and user personas were created.
- Five usability flaws were found using usability testing and heuristic assessment. Highlighted and rectified the shortcomings to improve the user experience. User satisfaction rose by 80% as a result.
- Leveraged specialized UX tools to create and test digital representations of work, ensuring optimal user experiences and functionality.
- Applied methodology concepts to analyse research findings and deliver concise briefings to stakeholders.
- Presented actionable insights to organizations, facilitating informed decision-making and driving strategic initiatives forward.
- Developed responsive layouts that adapted to various screen sizes and devices, ensuring a consistent user experience across platforms.
- Ensured compatibility with desktops, tablets, and smartphones.

Vivekam Financial Services PVT, LTD - Hyderabad, India

February 2021 - August 2022

UX Designer

- Enhanced user experience by 40% through the creation of visually appealing website templates, resulting in a 20% increase in user engagement metrics. Mapped user journeys via detailed storyboards, leading to a 50% decrease in bounce rates and a 30% increase in conversion rates on the company's website.
- Effectively communicated design concepts to stakeholders, resulting in a 25% decrease in project completion time and a 15% increase in overall customer satisfaction ratings.
- Utilized HTML, CSS, and JavaScript to develop interactive prototypes in Figma for user testing, resulting in a 26% increase in user engagement metrics. Led the redesign of the company website using a user-centered design approach, resulting in a 35% increase in conversion rates and brand recognition.
- Collaborated closely with product managers, designers, and engineers to develop comprehensive research strategies aligned with business goals.
- Fostered a collaborative environment to ensure cross-functional alignment and successful execution of research initiatives.
- Consistently maintained a positive and professional attitude in alignment with company policies and values.
- Applied UI/UX best practices to design intuitive website interfaces and web applications.
- Focused on usability, accessibility, and user interaction to ensure a smooth and intuitive user experience.
- Demonstrated expertise in writing clean HTML markup and CSS styles to implement UI/UX designs.
- Utilized JavaScript to incorporate interactive features and functionality, such as client-side validation and dynamic content loading.
- Demonstrated proficiency in working with responsive design patterns, ensuring optimal user experiences across various devices and screen sizes.

Truhap Pvt, Ltd - Hyderabad, India

June 2019 – February 2021

Associate UX Designer

- Conceptualized and developed visually stunning sales and marketing collateral for 20+ campaigns, resulting in a 30% increase in lead generation and a 25% increase in conversion rates.
 - Implemented user-friendly website designs for 15 clients, leading to a 40% reduction in bounce rates and a 20% increase in average session duration. Collaborated with cross-functional teams to create captivating event materials for 10+ events, driving a 50% increase in attendee engagement and satisfaction levels.
 - Developed procedures for ongoing website content revision and organized file structure according to established guidelines.
 - Conducted website tests according to planned schedules and recommended and implemented performance improvements.
- Research and implementation of design tools: Researched, documented, and selected alternatives for web layout and design, implementing necessary tools, plugins, or applications as needed.

TRAINING

IBM Enterprise Design Thinking Practitioner

May 2020

Google Digital Marketing & E-commerce Professional Certificate

June 2021