

Shivanand Gujjari

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Education:

Florida Institute of Technology *Master of Science – Human-Centered Design*

Jawaharlal Nehru Technological University *Bachelor of Technology – Mechanical Engineering*

Professional Skills:

UX/UI Design & Prototyping: Figma, Sketch, Adobe XD, Wireframing, Interaction Design, Design Systems.

User Research: Surveys, User Interviews, Personas, Journey Mapping, Usability Testing, Data-Driven Content Writing.

Digital Experience: Brand Storytelling, Content Planning, Audience Engagement, Growth Strategy, Digital Marketing Optimization.

Web & Product Design: UX Copywriting, UI Optimization, Content Structure, Mobile & Web Accessibility.

Technical Knowledge: Basic HTML/CSS, Responsive Design, SEO Optimization, Web Analytics, Social Media Management.

Ai Tools: Runway, synthesia, Invideo Ai, Capcut Pro, Mid journey, Dall-E, stable Diffusion, sora

Professional Experience:

International Creative Capital (ICC) | Melbourne, FL

Digital Experience & Growth Strategist Engineer | March 2025– Present

- Collaborated cross-functionally with, marketing, and sales teams to align design with business requirements.
- Conducted persona-based user research to design targeted messaging for global investors
- Designed and optimized multi-channel UX strategies (web, email) to increase user engagement and lead conversion.
- Drive the digital strategy behind ICC's EB-5 investment offerings, managing brand storytelling, UX optimization, and lead generation.
- Conducted in-depth user research and persona analysis to refine messaging and visual presentation for international investors and professionals.
- Collaborated closely with cross-functional teams legal, marketing, sales to align growth strategies with user journeys.
- Created teaser video scripts using AI tools and provided UI recommendations to improve engagement touchpoints.

Florida Institute of Technology | Melbourne, FL

UX Designer | Thesis Project: AI-Driven Image Generation Interface | August 2023 – November 2024

- Designed and tested an AI-powered image generation interface focused on simplifying technical tools for non-technical users, resulting in a **40% reduction in user onboarding time** and **25% increase in task completion rate** during usability trials.
- Built wireframes, user flows, high-fidelity prototypes, and instructional UI components using human-centered methods, validated through **3 iterative design cycles** and **feedback from 15+ participants**.
- Conducted user interviews, usability testing, and accessibility audits to optimize design across diverse user personas, uncovering **5 major usability barriers** and achieving a **System Usability Score (SUS) of 87**.
- Developed a wizard-based interface architecture to guide users through complex prompt creation in an intuitive way, which led to **70% of users reporting higher confidence** in using generative AI tools after first use.
- Led iterative feedback cycles and design review sessions with stakeholders, achieving **92% stakeholder alignment** and increasing design acceptance rate in sprint demos.
- Applied modern UX best practices and accessibility standards across the multi-platform interface, including **keyboard navigation, color contrast checks, and screen reader compatibility tests**.

Vivekam Financial Services Pvt Ltd | Hyderabad, India

UX Designer | February 2021 – August 2022

- Designed **user-centered interfaces**, increasing engagement by **30%** through improved usability and visual consistency.
- Conducted **user research and usability testing**, translating insights into design improvements for an enhanced user experience.
- Translate insights into intuitive wireframes, interactive prototypes, and high-fidelity designs refining solutions through feedback and iterative user testing.
- Developed design documentation and style guides for consistent branding across digital platforms.

- Created **wireframes, interactive prototypes, and high-fidelity mockups** aligned with business goals and customer behavior.
- Translated complex financial data into digestible dashboards and simplified user interfaces to improve decision-making.
- Developed design documentation and style guides to support visual consistency and efficient implementation.
- Collaborated closely with product managers and developers to ensure implementation feasibility and design accuracy.
- Maintained a reusable component library for efficient development cycles and consistent branding.
- Managed social media platforms and **optimized content strategy**, increasing brand reach and audience engagement.
- Led YouTube channel management, including **SEO optimization, analytics tracking, and video content planning**.

TruHap Pvt Ltd | Hyderabad, India

Associate Web Designer | June 2019 – February 2021

- Developed **site maps, wireframes, and prototypes**, defining intuitive user journeys and product flow.
 - Designed and tested interactive UI elements, resulting in a **25% increase in conversion rates**.
 - Conducted usability testing and refined designs based on user feedback to enhance overall usability and engagement.
 - Collaborated with **product managers, developers, and stakeholders** to ensure design consistency and smooth implementation.
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CERTIFICATIONS & TOOLS

- **UX Research & Design** – Google UX Design Professional Certificate
- **Design Thinking & Usability Testing** – Nielsen Norman Group