

VENKATA SUBBA REDDY D

12 Years, Sr. Product UX/UI Designer

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SUMMARY

Senior Product Designer with over 12 years of experience delivering end-to-end design for web and mobile applications across fintech, SaaS, ERP software domains. Known for designing IDFC's mobile banking app, which was **ranked No.1 by Forrester** and received top ratings on iOS and Android platforms.

Specialized in transforming complex business requirements into intuitive, user- centered experiences through **user research, wireframing, design thinking, high-fidelity prototyping**, and **usability testing**. Proven ability to scale design systems, enhance **accessibility (WCAG compliance)**, and improve product **usability and conversion rates**.

EXPERIENCE

Sr. UX/UI Designer - Product Designer

IDFC FIRST Bank <https://www.idfcfirstbank.com>

Apr 2023 - Present India

A leading private sector bank in India providing digital-first financial services.

- Collaborate closely with product owners to understand business goals, user personas, scenarios, and use cases.
- Create high-fidelity prototypes using design systems, ensuring visual and functional consistency across platforms.
- Conduct user research, flow analysis, design wireframes and prototypes for both mobile and web applications.
- Translate business requirements into user-friendly design solutions through brainstorming and user-centered design (UCD) practices.
- Design clean and engaging visual interfaces and lead usability testing with users and stakeholders to gather feedback and iterate.

Sr UX/UI Designer - Product Designer

Smart Management IT Solutions <https://wallpostsoftware.com>

Feb 2017 - jan 2023 Qatar

A prominent IT solutions provider specializing in ERP products

- Conducted UX testing with interactive prototypes to refine and align designs with real user needs.
- Developed user personas to improve functionality and usability for target audience contributing to a 15% increase in conversions
- Designed visual prototypes and improved navigation for Wallpost software, boosted usability and increased user satisfaction by 70%.

STRENGTH

UX Product Designer

Expert in user experience design and agile product management

Web Development Skills

Strong foundation in design and HTML development

KEY ACHIEVEMENTS

User Satisfaction Achievement

Successfully increased user satisfaction by 70% through innovative design solutions in web & mobile applications

Conversion Rate Improvement

Achieved a 15% increase in conversions by developing user personas based on extensive research

Skills

UI/UX Design	Interaction Design
Wireframing	Rapid Prototyping
Design System	Design Sprints
User Research	User Journey Mapping
A/B Testing	Usability Testing
Accessibility	Heuristic Evaluation

Tools

Flgma	UXPin
Adobe XD	Axure RP
Balsamiq	InVision
Photoshop	Illustrator
Jira	AI Tools

Sr UX/UI Designer Cum UI Developer

Etisalat Telecommunications Corporation <https://www.etisalat.ae>

Oct 2016 - Jan 2017 Dubai

A multinational telecommunications services provider

- Designed user-centric solutions for telecom web and mobile platforms in collaboration with cross-functional teams, improving customer engagement and operational workflows.
- Conducted UX research, usability testing, and competitive analysis to guide design strategies for B2C and B2B applications.
- Designed interactive prototypes and developed web pages using HTML5, CSS3, and JavaScript
- Maintained design consistency using established design systems and UI/UX best practices.

UI Architect

Beghou Consulting India Pvt. Ltd <https://beghouconsulting.com>

Dec 2013 - Sep 2016 India

A consultancy firm specializing in IT solutions

- Created high-fidelity mockups, wireframes, and interactive prototypes with Axure RP; developed responsive web pages using HTML5, CSS3, and JavaScript.
- Defined and enforced UI/UX best practices and accessibility standards across product.
- Defined UI/UX architecture strategies aligned with business goals.

UI Designer cum UI Developer

Ecognosys Information Systems Pvt. Ltd <https://ecognosys.com>

May 2013 - Nov 2013 India

A web solutions company providing web design and development services

- Interacted with clients to understand business requirements for development of web sites & applications.
- Created wireframes and sitemaps using Axure RP.
- Recommended best approach based on usability analysis.

Certificates

Certified User-Experience Design With AI
From



Certified User-Centered Analysis &
Conceptual Design From



Certified UI Design & Development From
Aptech Arena



Certified HTML, CSS, JavaScript From
Brain Bench



Education

Sikkim Manipal University

Master Of Science In Information
Technology (MSC-IT)

Aptech Ltd -Arena

Professional Certificate In Multimedia,
Web Designing & Web Development

PGDCA

Post Graduate Diploma In Computer
Application

Sri Venkateswara University

Bachelor Of Science

Languages

English Proficient ●●●●●●

Telugu Native ●●●●●●

Hindi Intermediate ●●●●●●