Venkata Subba Reddy
12+ Years Product CX/UX, UI Designer Cum UI Developer

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Highly motivated, driven, **UX/UI Cum UI Developer** with a proven track record in Web/Desktop/Mobile Application development looking for a challenging new role in IT industry to work with the latest technologies and diverse projects. Excellent communication skills, strong interviewing and analyzing techniques, creative, superior attention to detail, strong problem-solving and trouble shooting skills, excellent organization skills, and an enthusiastic team player.

Experience

Smart Management IT Solutions | Lead - CX/UX/Product Designer Cum UI Developer

Feb 2017 – Present | ***Qatar*** http://smartmanagement-its.com/

- Created interactive designs for complex web/mobile applications by way of page/user flow diagrams, site maps, and interactive wireframes in UXPin.
- Conducted UX research by interactively testing designs using high and low fidelity prototypes
- Developed user personas with scenarios to improve functionality and usability for target audience contributing to 15% increase in conversions.
- Created visual design prototypes, designed icons, and developed solutions for a new navigation system, resulting in a 70% increase in user satisfaction.
- Created the project's User Interface Specification Documents that defines the navigation flows, screen layout, screen design and screen specifications which solve the given business problems.
- Carried out user research through targeted interviews and extensive usability testing before and after redesign.
- Facilitated design implementation via CSS, HTML and JavaScript coding.
- Experience with info graphics & presentations
- Have very good exposure in **color theory**, graphs and visualization as per the client / user's needs
- Browser compatibility and cross platform testing, prototyping, and implementation

Etisalat Telecommunications Corporation via Star Services LLC
UX/UI Designer Cum UI Developer | Oct 2016- Jan-2017 – **Dubai**
https://www.etisalat.ae
- Developing interacting wireframes, HTML5, CSS3, JavaScript page development, High charts Customization.
- Design, Develop & Implement Web Applications
- Coordinate with development team for UX reciprocation
- Provide Accessibility Solutions
- Browser compatibility and cross platform testing, prototyping, and implementation

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

Certificates

Certified User-Centered Analysis and Conceptual Design from

Human Factors International

Skills

User Stories, Customer Experience
Persona
Scenarios
Competitive Analysis
User Requirements Specs
Process Flows
Navigation Maps
Interaction Design
Style Guide
Low & Hi-Fi Prototyping
Wireframes
Usability
Accessibility
User Interaction Design
Iconography
Detailed Visual Layout Design
Design Consistency
A/B Testing

Beghou Consulting India Pvt. Ltd | Lead UI Architect
Dec 2013- Sep-2016 – **India |** https://beghouconsulting.com

- Lead development team comprised of 4 designers, managing and adjusting the tasks of each team member based on priorities, while tracking all efforts and progress
- Recommended best approach based on business need obtained by performing usability analysis and recommendations, including performing user focus groups, heuristic evaluations and usability studies.
- Designed wireframes and sitemaps using Axure RP, Tools
- Developed HTML prototypes and software demos based off of wireframes using HTML, DHTML, CSS, Jquery and JavaScript.
- Having very good experience in **Visual Designing**
- Have good experience creating dashboards by using IBM Cognos Analytics Tool and Microsoft Power BI Tool
- Browser compatibility and cross platform testing, prototyping, and implementation

Ecognosys Information Systems Pvt. Ltd | Lead UX/UI Designer cum UI Developer | May 2013- Nov-2013 – **India |** http://www.ecognosys.com/

- Led development team comprised of 3 designers, managing and adjusting the tasks of each team member based on priorities, while tracking all efforts and progress
- Recommended best approach based on business need obtained by performing usability analysis and recommendations, including performing user focus groups, heuristic evaluations and usability studies.
- Designed wireframes and sitemaps using Axure RP, Balsamiq Tools.
- Developed HTML prototypes and software demos based off of wireframes using HTML, DHTML, CSS, Jquery and JavaScript.
- Did full QA testing on HTML prototype including cross browser functionality.

Navayuga Infotech India Pvt. Ltd. [CMMI Level 5 Company**]**
Lead UX/UI Designer cum UI Developer | Feb 2005- Mar-2013 | **India**
https://www.navayugainfotech.com/

- Lead development team comprised of 8 designers, managing and adjusting the tasks of each team member based on priorities, while tracking all efforts and progress
- Collaborated with others in creating standards documents for localization, accessibility, and cross-application consistency.
- Recommended best approach based on business need obtained by performing usability analysis and recommendations, including performing user focus groups, heuristic evaluations and usability studies.
- Designed wireframes and sitemaps using UX-Pin, Axure RP, Balsamiq Tools.
- Developed HTML prototypes and software demos based off of wireframes using HTML, DHTML, CSS, Jquery and JavaScript.
- Created workflows diagrams and low/high fidelity wireframes, conducted usability tests to refine designs
- Collaborated with developers to outline technical requirements, provide style guides, and participate in quality assurance reviews

UI Development

Visual Design Conversion
HTML Coding
CSS
JavaScript
(Intermediate Level & Customization)
Web Frameworks
Cross Browser Compatibility

Tools

UXPin	Adobe XD
Axure RP	InVision
Balsamiq	Photoshop
Dreamweaver	Illustrator
Sublime	MS Visio

Web Frameworks

Bootstrap
Telerik Kendo UI
Jquery

Languages

English
Telugu
Hindi