VENKATA SUBBA REDDY D

12 Years Product UX/UI Designer

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PROFILE SUMMARY

- **Award-Winning UX Visionary** with **12+ years** of driving product design excellence across fintech, ERP, SaaS, and telecom. Renowned for designing the **IDFC First Bank mobile app**, ranked **#1 by Forreste**r, and earning top user ratings on iOS and Android platforms.
- **Expert in UX Strategy and Scalable Design Systems**, adept at translating complex business problems into elegant, human-centered solutions.
- **Full-Spectrum Product Designer**—from user research, wireframes, and high-fidelity prototyping to usability testing and WCAG-compliant accessibility—bringing innovation and user empathy into every stage of the product lifecycle.
- **Trusted Cross-Functional Collaborator**, aligning seamlessly with engineering, product, and marketing teams to embed design thinking at the heart of agile development. Delivers visually cohesive, functional, and accessible experiences across platforms.
- **Data-Informed Design Leader**, leveraging user research, A/B testing, and heuristics to drive evidence-based decisions. Strength in crafting scalable design systems and maintaining UI consistency across enterprise-scale applications.
- **Tech-Savvy UI/UX Designer with Development Insight**, combining a strong foundation in **HTML/CSS/JavaScript** and a deep understanding of visual design tools like **Figma, Adobe XD, Axure & AI-assisted UX processes**.
- **Global Experience Across Leading Brands**, including **Etisalat (Dubai), Smart Management (Qatar) & Beghou Consulting**— bringing international exposure & a refined design approach tailored to diverse business landscapes.
- Recognized for **delivering measurable business impact** through UX innovation, customer empathy & a relentless pursuit of simplicity in complexity.

WORK EXPERIENCE

Sr. UX - Product Designer

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

📅 Apr 2023 - Present   📍 India

- Architected and implemented comprehensive UX design strategies that closely aligned with overarching business goals, significantly enhancing user satisfaction and contributing to product success.
- Orchestrated collaboration across cross-functional teams to embed user-centric design methodologies at the early stages of the product development lifecycle.
- Spearheaded user research initiatives, performed in-depth flow analyses, and crafted intuitive wireframes for both mobile and web platforms.
- Engineered high-fidelity prototypes leveraging robust design systems, ensuring cohesive visual language & functional consistency across multi-channel experiences.
- Interpreted complex business requirements into user-friendly, scalable design solutions through strategic ideation and application of user-centered design (UCD) principles.
- Conceived and delivered aesthetically refined visual interfaces; directed usability testing sessions with users and stakeholders to collect actionable feedback and drive iterative design improvements.

ACHIEVEMENTS

🏆 **User Satisfaction Achievement:**
Increased user satisfaction by 70% through innovative design solutions across web and mobile applications.

🏆 **Conversion Rate Improvement:**
Boosted conversion rates by 15% by creating user personas grounded in extensive user research.

CERTIFICATIONS

Certified User-Experience Design With **AI** From

WORLD Technocon

Certified User-Centered Analysis & Conceptual Design From

Human Factors International

Certified UI Design & Development From Aptech Arena

ARENA MULTIMEDIA

Certified HTML, CSS, JavaScript From Brain Bench

Brainbench
the skills authority

CORE COMPETENCIES

User-Centered Design (UCD)

UX Research & Testing

Design Strategy & Execution

Wireframing & Prototyping

High-Fidelity UI Design

Interaction Design (IxD)

Design Systems & Consistency

WCAG Compliance

User Journey Mapping

Agile Product Design

A/B Testing & Heuristic Evaluation

Cross-Functional Collaboration

Responsive & Adaptive Design

Sr. UX/UI Product Designer

Smart Management IT Solutions   https://wallpostsoftware.com

📅 Feb 2017 - jan 2023   📍 **Qatar**

- Engineered wireframes and interactive prototypes for the enterprise portal, facilitating stakeholder alignment and rapid iteration.
- Constructed detailed user personas based on data insights to inform design decisions, resulting in enhanced usability and a 15% uplift in conversion rates.
- Executed user experience testing through dynamic, interactive prototypes, continuously refining designs to better reflect real-world user behaviors and pain points.
- Conceptualized & designed sophisticated visual prototypes and optimized information architecture, dramatically improving navigation and increasing overall user satisfaction by 70%.

Sr. UX/UI Designer & UI Developer

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

📅 Oct 2016 - Jan 2017   📍 **Dubai**

- Conceptualized and delivered user-centric design solutions for telecom web and mobile platforms, collaborating with cross-functional teams to enhance user engagement and streamline operational processes.
- Executed end-to-end UX research, usability testing, and competitive benchmarking to inform design strategies across B2B and B2C applications.
- Ensured design cohesion and scalability by adhering to established design systems and industry-standard UI/UX best practices.
- Developed and deployed responsive UI designs across multiple devices using HTML, CSS, and JavaScript, optimizing performance and accessibility.

UI Architect

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

📅 Dec 2013 - Sep 2016   📍 **India**

- Led the end-to-end design lifecycle by creating high-fidelity mockups, wireframes, and interactive prototypes using Axure RP to support business-critical applications.
- Established and championed UI/UX design standards and accessibility guidelines across all product lines, enhancing design consistency & compliance.
- Formulated comprehensive UI/UX architecture strategies aligned with stakeholder goals, fostering efficient product development and user satisfaction.

UX/UI Designer Cum UI Developer

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

📅 May 2013 - Nov 2013   📍 India

- Liaised directly with clients to elicit business requirements and translate them into intuitive website and web application interfaces.
- Crafted responsive user interface designs and collaborated on interactive prototypes to validate concepts and user flows.
- Produced both low and high-fidelity prototypes, aligning with user goals and development constraints.
- Developed dynamic and adaptive front-end interfaces using HTML, CSS, and Bootstrap framework to ensure cross-device compatibility and performance.

Conversion Rate Optimization

Information Architecture (IA)

EDUCATION

Master Of Science **(M.Sc.)** In Information Technology - **Sikkim Manipal University**

Professional Certificate In Multimedia, UI, Web Designing & Web Development - **Aptech Ltd -Arena**

Post Graduate Diploma In Computer Application - **PGDCA**

Bachelor Of Science **(B.Sc.)**- **Sri Venkateswara University**

TECHNICAL SKILLS

Design & Prototyping Tools: Figma, UXPin, Adobe XD, Axure RP, Balsamiq, InVision

Graphic Design: Photoshop, Illustrator

Project & Workflow Tools: Jira, AI Tools

WEB DEVELOPMENT SKILLS

Strong foundation in design and HTML,CSS development

LANGUAGES

English	Proficient	●●●●●
Telugu	Native	●●●●●
Hindi	Intermediate	●●●○○