

KANDI RAVI

Sr. Principal UX/UI & Product Design Consultant | UX Research
| AI & Digital Transformation Strategy

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 India



SUMMARY

Seasoned Sr. Principal UX/UI & Product Design Consultant with 10+ years of experience leading research-driven design for web and mobile products in enterprise and product-based environments. Expert in UX strategy, user research, prototyping, AI-driven design, and accessibility (WCAG), delivering scalable, inclusive, and data-informed digital solutions. Proven success in enhancing user satisfaction by 70% and increasing conversions by 15% through human-centered innovation and cross-functional collaboration that drives digital transformation.

EXPERIENCE

Principal UX/UI & Product Design Consultant

[Intendtech](#)

 Nov 2024 - Present  Hyderabad India

A prominent bank in India offering a range of financial services

- Lead UX strategy, research, and design across digital products.
- Conduct user research; turn insights into flows, wireframes, and design systems.
- Collaborate with product, engineering, and business teams for user-centered solutions.
- Advocate accessibility, inclusivity, and UX best practices (WCAG).
- Mentor designers, promote UX maturity, and present findings to stakeholders.
- Continuously explore tools, methods, and trends to enhance design quality.

EXPERIENCE

Sr. Principal Designer / UX Researcher | UX-UI Digital Transformation

[MOURI Tech LLC](#)

 Feb 2017 - Sept 2024  Hyderabad India

- Led UX research through user interviews, surveys, and contextual inquiries to gather actionable insights.
- Developed user personas, journey maps, empathy maps, and scenarios, improving usability and boosting conversions by 15%.
- Created prototypes for usability testing to validate design hypotheses and iteratively improve user experience.
- Authored UI/UX specification and research documentation, detailing navigation flows and interaction patterns.
- Conducted A/B testing, accessibility audits, and cross-platform usability checks to ensure inclusive experiences.
- Applied research insights to enhance design decisions, resulting in 70% higher user satisfaction.
- Supported design implementation by collaborating with developers, aligning research findings with functional solutions.

STRENGTH

UX/UI/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 - Product Designer Cum UI Developer

Cybersoft Technologies Inc

May 2014 - Oct 2016 Hyderabad India

A leading IT solutions provider focusing on UI and UX design

- Created interactive designs for complex web/mobile applications using page/user flow diagrams and interactive wireframes
- Conducted UX research by interactively testing designs using high and low fidelity prototypes
- Developed user personas to improve functionality and usability for target audience contributing to a 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

Sr. UI/UX Engineer

Navayuga Infotech India Pvt. Ltd.

Sept 2011 - May 2014 Hyderabad India

A multinational telecommunications services provider

- Designed high-fidelity mockups, wireframes, and interactive prototypes using Axure RP.
- Designed interactive wireframes and developed web pages using HTML5, CSS3, and JavaScript
- Coordinated with development team for UX reciprocation
- Provided accessibility solutions and tested for browser compatibility

Here's my portfolio

Here's my portfolio <https://rkuxui.in/#portfolio>

Data Visualization - <https://rb.gy/0ga0jv>
<https://rb.gy/zibt1j>

Crafting Intuitive and Impactful Data Visualization Experiences

- Designing Dashboards:** Create intuitive and visually engaging dashboards for KPI representation.
- User-Centered Approach:** Identify user needs and craft wireframes and prototypes for effective data visualization.
- Data Simplification:** Transform complex datasets into actionable insights with clear and concise visuals.
- Tool Expertise:** Utilize Power BI and Tableau to develop interactive and user-friendly visualizations.
- Focus on Usability:** Ensure designs are consistent, accessible, and optimized for the end-user experience.
- Collaboration:** Work with stakeholders to align visualizations with business goals and objectives.

Certificates

Certified User-Experience Design With AI
From



Certified User-Centered Analysis And
Conceptual Design From



Certified UI Design & Development And
Multimedia From Aptech Arena



Certified HTML, CSS, JavaScript From
Brain Bench



Education

Aptech Ltd -Arena

Professional Certificate In Multimedia, Web
Designing & Web Development

PGDCA

Post Graduate Diploma In Computer
Application

Osmania University

Bachelor Of Commerce

Languages

English Proficient

Telugu Native

Hindi Proficient