RAVITEJA MOKKARALA

Senior UX Designer
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CAREER OBJECTIVE

To contribute as a senior UX designer in a fast-paced, innovation-driven organization like XponentL Data by applying my expertise in research-led design, AI-integrated workflows, and scalable UX systems.

PROFESSIONAL SUMMARY

Experienced Senior UX Designer with 14 years in design, including 10+ years in UI/UX, specializing in AI-driven SaaS, enterprise UX, and accessibility-focused design. Adept at end-to-end product design, AI-enhanced user research, prototyping, and design systems. Proven ability to collaborate with global stakeholders, developers, and product teams to create intuitive, scalable, and user-centric solutions. Passionate about leveraging AI for automation, user experience innovation, and process optimization.

Currently based in Hyderabad and available for full-time onsite roles.

KEY ACHIEVEMENTS

- **Designed 50+ digital applications** across diverse platforms, ensuring seamless user experiences.
- **Led UX workshop in Barcelona (2019**), showcasing expertise in global user engagement.
- **Developed a unified design system (2020)** for ASG products, enhancing consistency and efficiency.

ROCKET SOFTWARE PVT LTD

UX Designer II, Jan 2017 – till now

- Spearheaded UX initiatives for enterprise products, enhancing usability and accessibility.
- Created user journey maps, wireframes, personas, prototypes, and design specifications using Figma.
- Conducted usability testing, heuristic evaluations, and accessibility reviews (WCAG, Section 508).
- Facilitated user research and workshops to generate innovative ideas and ensure alignment.
- Designed and implemented responsive web solutions for seamless cross-device experiences.
- Collaborated cross-functionally with developers and QA teams to deliver pixel-perfect UI and streamline certification processes.
- Standardized UX workflows using design sprints, Agile methodology, and Jira tools.

INSTIGATE SOFTWARE PVT LTD

Senior Graphic Designer, July 2014 – October 2016

- Developed high-fidelity wireframes and mockups optimized for web, mobile, and tablet interfaces.
- Engaged clients in showcasing proof of concepts and prototypes.
- Established comprehensive layout style guides and branding standards.

ARTHVEDI INFORMATION TECHNOLOGIES PVT LTD

Graphic Design Specialist, September 2012 – June 2014

- Designed front-end user interfaces, including graphics, HTML layouts, and CSS.
- Collaborated with developers to ensure design consistency and functionality.
- Created motion graphics and marketing assets for enhanced digital presentations.

METRO CITY TIMES

Graphic Designer Apr 2011 – Jul 2012

- Led editorial design and layout production, ensuring high-quality visual content..

SKILLS

- **UX Tools:** Figma, Adobe Creative Suite (XD, Illustrator, Photoshop, InDesign), Miro, InVision
- **Design Expertise:** Wireframes, Prototypes, Personas, User Journey Maps, Design Systems
- **AI and Automation:** Knowledgeable in utilizing ChatGPT for enhancing workflows, automation, and data analysis.
- **Research & Testing:** Usability Testing, Heuristic Evaluation, Accessibility Assessments
- **Standards:** WCAG, Section 508 Accessibility Guidelines
- **Methodologies**: Agile, Design Thinking, Design Sprints

EDUCATION

- **Bachelor of Science (Mathematics, Chemistry, Physics)** – Acharya Nagarjuna University
- **Human-Computer Interaction (HCI) Certification** – Interaction Design Foundation
- **Interaction Designer Certification** – LinkedIn Learning

I hereby declare that all the information I mentioned above is true and correct to the best of my knowledge and belief.

Yours truly

RAVITEJA MOKKARALA