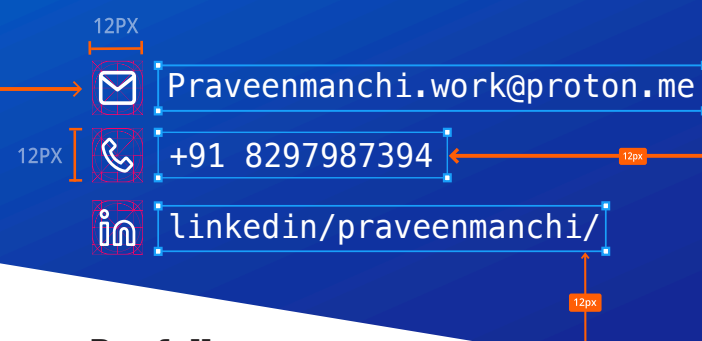


Praveen Manchi

UX/UI Designer



Experience

Deloitte South Asia LLP Product Designer



Jul 2022 - Present

As in-house Product Designer at [CortexAI](#), I collaborate within a dynamic team while contributing individually and also leading a small team. Worked on web and mobile platforms, where I've spearheaded UI for applications such as LLM, Generative AI and in-house AI tools. Creating UI and conducting various UX exercises by setting high-level standards and established design systems. Notably, I've crafted (UI) interfaces allowing users to search, review, and purchase assets like prompts, code & algorithm and datasets and facilitating seamless deployment on cloud platforms such as AWS and Azure. Worked on user experience by conducting various UX tests aimed at optimising interactions with GenAI screens.

Tata Elxsi Senior UX/UI Designer

Dec 2020 - Jun 2022

As a UX/UI Designer, I have driven the design for web, mobile, HCI and HMI with exceptional quality across projects for esteemed clients who are into renewable energy, automobile, aviation. As a collaborative project's lead some-time and individual contributor has enabled me to work on two major OTT platforms, leveraging cutting-edge UI enhancements rooted in extensive UX research. I ensured a comprehensive understanding of user needs, forging strong client relationships and aligning design strategies. Crafted Futuristic User Interfaces (FUI) using Blender and Unreal Engine, pushing the boundaries of design innovation. My expertise in creating intuitive UI solutions for Machine Learning (ML) and IoT projects, effectively translating complex data into user-friendly interfaces

WAFU Technologies Private Limited UX/UI Designer

May 2018 - Dec 2020

Assisted in the design and development of mobile and web products, contributing to user interface design, usability testing, and design iteration processes. Collaborated with senior designers to translate concepts into wireframes, prototypes, and final designs.

Technical skills

User Research and Empathy: Conduct user research, ethnographic studies, interviews, and field research to understand user needs and pain points. Apply User-Centred Design (UCD) principles, focusing on user behaviours and needs through research.

"User-First" Principle: Prioritise user needs and preferences by applying a "user-first" approach. Utilise Design Thinking, involving empathising with users, defining problems, ideating solutions, prototyping, and testing.

Ideation: Brainstorm creative ideas aligned with user needs and business objectives.

Prototyping and Wireframing: Use design discovery tools like user journey maps and prototypes. Apply Prototyping methodologies to create low or high-fidelity prototypes for visualisation and testing.

Usability Testing and Validation: Conduct usability tests, A/B tests, heuristic evaluations, and iterate designs based on user feedback and data-driven insights. Integrate Heuristic Evaluation principles to assess user interfaces.

Interaction and Interface Design: Develop intuitive interfaces based on prototypes, considering usability, accessibility, and overall user experience. Implement Information Architecture (IA) principles for organising information.

Design System and Style Guide Creation: Create a design system with style guides and UI component libraries for consistency.

Design Documentation and Communication: Create clear design documentation for seamless communication. Develop Persona Development and Journey Mapping visualisations to aid in understanding user needs.

Management of UX Research Activities: Ensure high standards in UX research activities, manage team initiatives, and implement Agile UX practices for flexibility and quick iterations.

Collaboration: utilising scrum and agile methodologies to work together and deliver. Additionally, closely collaborating with many individuals to plan, present, collect input, and take into consideration the efforts of developers.

Implementation, Review, and Continuous Improvement: Collaborate for design implementation and Responsive Design principles for optimal experiences across devices. Accessibility (A11y) Ensure designs meet standards for usability by people with disabilities

Portfolio

www.praveenmanchi.art

Summary

Hello there!

I'm a UX/UI designer with 6.7+ years of experience, and I design with passion, empathy, and curiosity. I am currently working as a product designer and am committed to using my work to create meaningful experiences. I'm always eager to test, learn, and put new ideas into practice.

As part of this I have created:

Designboard.club (beta): A platform for learning materials, inspiration, trends, and free design resources.

UXAI (beta): A text generative AI to assist with UX, UI, and design inquiries.

Iconartboard: A web app offering free icon downloads.

I thrive on taking on challenges and love to do things that seem impossible!

Skills

- Prototyping
- Visual Presentation
- Visual Communication
- Design audit
- Wireframing
- UX Design
- User Flow
- Usability Testing
- low To High Fidelity
- Design System
- Personas
- Mockups
- User Research
- Heuristic Evaluation
- Lean UX
- A/B Testing
- User Empathy
- User Acceptance Testing
- Agile & Scrum
- Data visualisation
- Design Thinking
- Information Architecture
- Next js
- Html
- css
- Js
- React

Tools

- Figma
- Adobe XD
- sketch
- Maze
- Illustrator
- Adobe creative cloud(CC)
- Adobe animate
- Unreal
- Balsamiq
- Invision
- Craft
- Zeplin
- Cinema 4D
- Blender
- After effects
- Photoshop
- Miro
- Mural

Education

Bapatla Engineering College

B.Tech -EEE 2014 -2018

Sasi Junior College

10+2 2012 -2014

Sri chaitanya school

10 class 2012