

Sairam Reddy Sampally
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OBJECTIVES

A mission-led, versatile UI/UX Visual Designer with over 7 years of hands-on experience who comes with an extensive track record in all aspects of the end-to-end creative process from concept through to completion. With a combination of deep empathy, understanding of user needs, and extensive technical knowledge (HTML, CSS, Bootstrap, Adobe Photoshop and Adobe XD)

PROFESSIONAL SUMMARY

- A focused professional with 7 years of rich and varied experience in Design & Usability
- Presently associated as Senior UI/UX Designer
- Extensive knowledge on UI/UX Designing based **on HTML, CSS, Bootstrap, Adobe Photoshop and Adobe XD.**
- Provided unique and out of-the-box design solutions to the clients as well as visually appealing & better user experience & interface
- Worked on variety of challenging projects that required research, study and planning
- High-end knowledge of current industry web design standards
- Exposure of working with front end technologies; passion for developing functionally rich applications with a keen interest on enhancing usability of the product
- Exposure in implementing and managing designing of user interfaces for products that not only facilitate development & design efforts but also make the product truly user-friendly to customer
- Merit of using web analytics data and related research to inform design decisions; create effective interface designs via collaboration with the product team and customers and prospects
- High integrity & energetic leader with proven skills in quality assurance and product development to deliver quality services to clients / customers

CERTIFICATIONS/APPRECIATIONS

- Certified in **Lean Six Sigma Green Belt** for the Improvement of Process and Leadership Qualities by **Tata Consultancy Services**

SKILL SET

Markup Languages : HTML
Style Sheet : CSS3
Frameworks : Bootstrap
Designing : Adobe Photoshop , Adobe XD and Figma

EXPERIENCE SUMMARY

Organization: Tata Consultancy Services | January 2018 – till date

Role: Senior Process Associate / Senior UI UX Designer

Project: Thomson Reuters

Tools: Adobe XD, Figma, HTML5, CSS3, Bootstrap, Photoshop
Design wireframe, mock up, and front-end code

Responsibilities:

- Lead the UI design with the accountability of the design system, collaborated with product and development teams on core projects to improve product interfaces and experience.
- Coordinated with Stakeholders and developed wireframe.
- Built task/user flows, sketches, wireframes, mock-ups, and comprehensives .
- Prototyped as needed to demonstrate interactions to better communicate expectations with stakeholders and technology partners.
- Created eye catching User Interface Design with keeping consistency among other Products within the organization.
- Competitive Analysis.
- Actively researched industry trends to bring new ideas.
- Coordinated with other team members like Development, Testing, Management, Product and Marketing.
- Based on Wireframe of the page, used to create UI for the Websites to ensure Customer Requirements are met.
- Initiating new ideas and gave new solution to problems in day-to-day work for the Business requirements of the client. All these acts of me are highly acclaimed
- Make Sure to complete the website with High Quality assurance.

Project: CDK Global

Tools: Adobe Photoshop and Clients Internal Tool

Responsibilities:

- Designed and Maintained websites of Automobile Dealers of General Motors, Hyundai, Lexus, Nissan, Holden etc., by using Clients internal tool called Website Manager as per the SLA set by the client.
- Creating Promotional Slides/Banners for the offers released by OEMs and Dealer's.
- Creating Landing Pages and Maintaining existing pages as per the customer requirements.
- Make Sure to complete the website with High Quality assurance.
- Contributes to team effort by accomplishing related results as needed.
- Responsible to train the associates on complete knowledge of the project including design, tools and Brand guideline.
- As a backup Team Lead supported my Manager by monitoring team performance to ensure objectives are met and attendance for monthly and yearly reporting.
- Initiating new ideas and gave new solution to problems in day-to-day work for the Business requirements of the client. All these acts of me are highly acclaimed.

Organization: SR IT Software Solutions | September 2016- September 2017

Role: UI/UX Designer – Team Manager

Tools: Adobe XD, Figma, HTML5, CSS3, Bootstrap, Photoshop
Design wireframe, mock up, and front-end code

Responsibilities:

- Responsible for conceptualizing, designing and recreating the wireframes as per the requirements.
- Designing Mobile Apps and Web Apps using Adobe XD and Adobe Photoshop.
- According to the user feedback to optimized the design so that the product meets the needs of users.
- Clear the thoughts of product and draw a use flow chart. Make low-fidelity prototypes and modify them. Make out the final plan of prototyping design.
- Integrated several functions/features for the website to be user-friendly and easy availability such as live chats or others.
- Ideated and supported clients to equipped themselves with latest trends in the markets.

Organization: Teamworks Creative Solutions | Aug 2014- September 2016

Role: Web Developer

Tools: HTML5, CSS3, Bootstrap, Photoshop

Responsibilities:

- Worked with other developers to manage large, complex design projects for corporate clients.
- Integrated several functions/features for the website to be user-friendly and easy availability such as live chats or others.
- Develop project concepts and maintain optimal workflow.
- Complete detailed programming and development tasks for front end public.

ACADEMIC DETAILS

- **B. TECH (Information Technology)** from Moghal College Institute of Technology (MCIT) affiliated to JNTUH University, Hyderabad with 68% in 2014.
- **MPC** at Narayana Junior College, Hyderabad with 77 % in 2010
- **SSC** at Nalanda High School, Nizamabad with 85 % in 2008

PERSONAL INFORMATION:

Name : Sampally SaiRam Reddy
Father Name : S. Chandra Sekhar Reddy
Date of Birth : 14 – 06 – 1992
Marital Status : Unmarried
Languages Known : English, Telugu & Hindi
Address : Plot No 74, Brundavan Colony, Budwel,
Rajendra Nagar, Hyderabad- 500030.

I do hereby state that the above-mentioned information is true to the best of my knowledge and belief and I believe it to be true.

Date:

Place:

(SaiRam Reddy Sampally)