

Prudhvi Challa

UX & UI Designer

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Experience

TableSide | UX/UI Designer | Mar 2022 - Current |

- Designed, user-tested, and implemented complex features that saw a 65% decrease in User Error Rate and an average 40% decrease in Time on Task
- Created and currently maintain the design system for TableSide on Zeplin with design code and documentation
- Custom designed the icons and visual elements for the application
- Designed wire-frames, mockups, low and high fidelity prototypes using Figma for feature development and user research
- Planned and executed user research through interviews, surveys, and usability testing before and after redesigns
- Conducted user research through interviews, surveys, a/b testing and guided user tests to develop new features

Freelancer | UX/UI Designer | Jan 2022 - Current

- Created over 80 user-centered designs, wireframes, user experience flows, low and high fidelity prototypes using Figma and InDesign
- Evaluated over a dozen existing websites and applications in terms conversions, usability, visual design and proposed data driven UX design suggestions resulting in a 10-25% reduced bounce rate on primary user flows
- Collaborated with clients, developers, and designers to create coherent design decisions that integrate with existing design systems, or help create new design systems for future reference
- Designed visual assets such as logos and icons that integrated into existing style guides

Toolbox

Software

Figma • FigJam • Miro • Adobe CC: XD, Photoshop, Illustrator, InDesign, Premier, Acrobat • Zeplin • MS Office: Word, PowerPoint, Teams, Outlook • HTML5 • CSS3 • SASS • PHP

Design Skills

Prototyping • Wireframing • Mockups • Usability Testing • Empathy Mapping • Affinity Diagrams • User Testing • User Research • Information Architecture

Certifications

Google UX Design Certificate | October 2022

Become a User Experience Designer | November 2021

Education

University of Wisconsin - Madison | December 2021

B.S. in Life Sciences Communication, Certificate in Digital Studies