JELLA VIJAYA KUMAR

Sr. UX/UI Designer and Frontend Developer

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Highly accomplished UX/UI Designer and Developer with 15+ years of experience driving Agile practices and enhancing team performance in the Information Technology sector; seeking a UX/UI Designer Team Lead position to leverage expertise in design systems, front-end development, and stakeholder collaboration to deliver exceptional user experiences and contribute to organizational growth. Dedicated to optimizing user-centric solutions and driving innovative design strategies to exceed project goals.

Professional Summary

- Accomplished Sr. UX/UI Designer & Developer with 15+ years in Information Technology, driving user-centered design and development.
- Expertise in crafting and maintaining scalable design systems using Figma, Adobe XD, and other leading UI/UX tools.
- Proficient in front-end development utilizing HTML5, CSS3, Bootstrap, Tailwind CSS, JavaScript (ES6+), jQuery, React, and Angular frameworks.
- Hands-on experience with WordPress, WooCommerce, and Elementor page builder in developing high-performance websites.
- Skilled in project management and collaboration with cross-functional teams to streamline processes, enhance efficiency, and drive business objectives.
- Proven ability in creating impactful PowerPoint presentations for client meetings, sales pitches, and corporate trainings.
- Successfully designed and developed responsive web and mobile interfaces, ensuring accessibility and WCAG compliance.
- Experience in user research and testing to gather key data in usability and A/B testing to make user-centered decisions.
- Recognized with Leadership and Outstanding Performance Awards for excellence in design and project execution.
- Skilled in version control using Git, GitHub, and Bitbucket to manage code, maintain software quality, and track revisions.

Work Experience

Sr. UI/UX Designer and Developer   Jun 2020 - Present
RADcube LLC (Hyderabad)

Responsible for complete UI/UX design, Front end development and maintenance of software applications and websites.

- Led the design and development of user-friendly, responsive web and mobile interfaces, utilizing front-end technologies for optimal user experience.
- Engineered and implemented design systems, components, micro-interactions, and auto-layout templates in Figma and Adobe XD, enhancing scalability and design consistency.
- Developed high-performance web applications and pages using HTML5, CSS3, Bootstrap, SASS, Tailwind, JS, and jQuery, ensuring cross-browser compatibility and optimal performance.
- Managed the development and maintenance of WordPress websites for diverse clients, creating custom themes and plugins with a focus on responsive and SEO-friendly design.
- Orchestrated the creation of impactful PowerPoint presentations for client meetings, sales pitches, and corporate training, integrating animations and multimedia to enhance engagement.
- Collaborated closely with leadership, marketing, development, IT support, bid, and recruitment teams to streamline processes, enhance efficiency, and support business goals.

Achievements:

- Improved design system efficiency by 20% through the implementation of Figma variants and auto-layout, leading to faster prototyping.
- Enhanced PowerPoint presentation engagement scores by 15% by utilizing multimedia elements in client and sales presentations.

Sr. UI Designer / Developer   Sep 2019 - Jun 2020
TRIPMAXY SERVICES INDIA PVT LTD (TRIPSOLVER INC.)(Hyderabad)

Involved in project design, web development, and support of B2C & B2B systems.

- Participated in project design and development phases, contributing expertise to user experience and interface solutions.

Technical Skills

UI/UX Design	●●●●○
Figma	●●●●○
Adobe XD	●●●●○
HTML5/CSS3	●●●●○
JavaScript	●●●●○
React	●●●○○
Angular	●●●○○
Design Systems	●●●●○
Wireframing	●●●●○
Prototyping	●●●●○

Soft Skills

Communication
Collaboration
Problem-solving
Adaptability
Leadership

Core Competencies

User-Centered Design
Front-End Architecture
Design System Implementation
Cross-Functional Collaboration
Website Performance Optimization

Certifications

- **Figma UI UX Design Advanced**
  Udemy
  (2024)
- **Complete UI/UX Design Course 2022**
  Udemy
  (2022)

- Designed and developed HTML responsive pages for flight, hotel, and cruise booking platforms, ensuring optimal display across devices.
- Contributed to the development of both B2C and B2B systems, catering to diverse user requirements.
- Supported product development and provided support to the development teams.

Achievements:

Enhanced the user interface of hotel booking process, leading to improved user navigation.

UI/UX Developer   Mar 2016 - Sep 2019
IIC TECHNOLOGIES (Hyderabad)

Responsible for UI/UX Design and development of software applications and Android mobile applications.

- Developed UI/UX designs for software applications, focusing on enhancing user experience across multiple platforms.
- Supported development for Android native and hybrid mobile applications, contributing to the creation of user-friendly mobile interfaces.
- Designed and developed GIS web and mobile applications utilizing HTML, jQuery, and JavaScript, ensuring robust functionality and responsiveness.
- Implemented responsive web design using Bootstrap and CSS3 to optimize the user experience across devices.

Achievements:

- Improved mobile application usability by implementing responsive designs.
- Contributed to the development of user-friendly GIS web applications, streamlining user navigation.

Graphic Designer - Team Member   Jan 2008 - Mar 2016
TEGRA DIGITAL PVT LTD., (Hyderabad)

Responsible for Artwork designing, presenting multiple options on a given concept, and preparing print-ready layouts.

- Designed artwork based on client requirements and instructions, ensuring visual appeal and brand consistency.
- Developed multiple design options for each concept, providing clients with a variety of creative choices.
- Prepared final print-ready layouts of approved designs, ensuring adherence to technical specifications and quality standards.
- Designed and visualized brochures, logos, email newsletters, CMS templates, and advertisements for magazines of ITP Publishing, Dubai.

Achievements:

- Consistently delivered high-quality designs, resulting in positive client feedback and repeat business.
- Produced visually engaging marketing materials that enhanced brand recognition.

Education

B.SC. (COMPUTERS)   (1998 - 2001)
Osmania University, Hyderabad

INTERMEDIATE (IPE)   (1997 - 1998)
Arabindo Junior College, Choutuppal

SSC   (1996 - 1997)
Z.P.H School, Koyyalagudem, Koyyalagudem

Achievements

- Awarded Leadership Award (2024) by RADcube for outstanding leadership and contributions.
- Recognized with Outstanding Performance Award (2023) by RADcube for exceptional performance and project execution.
- Earned Best Designer Award (2017) at IIC Technologies for excellence in UI/UX design.
- Received Team Player Award (2014) from Tegra Digital Pvt. Ltd., for collaborative teamwork and contributions.

Projects

Syrenity Mobile App (Android/iOS)
- Syrenity Mobile App (Android/iOS) - Transformed mental health care through the development of a mobile app utilizing native iOS & Android technologies.
- Designed and implemented personalized, proactive AI interventions, offering customizable tools such as assessments, cognitive therapy, and telehealth functionalities.
- Enhanced user engagement and accessibility via a robust, user-friendly mobile interface.

OSME buddy (Chatbot)
- OSME buddy (Chatbot) - Contributed to Versante Connect, an AI-powered platform improving Oral, Sexual, and Mental (OSM) health.
- Developed OSMe Buddy AI chatbot for anonymous screenings.
- Implemented a system to generate an OSM CHANCE score to assess oral, sexual, and mental health for risk evaluation.

SKD Hub (Skill Demand)
- SKD Hub (Skill Demand) - Contributed to developing a platform that assists utility companies and consumers in designing, implementing, and verifying energy efficiency programs.
- Enabled program stakeholders to manage contracts, programs, consumers, inventory, invoicing, and employee master data through SKDHub application.
- Facilitated tracking and forecasting of program execution to optimize resource allocation and efficiency.

Mobile Airline Reservation System
- Mobile Airline Reservation System - Designed and developed a mobile-accessible system enabling users to book flight tickets.

- Facilitated online ticket bookings from any location, eliminating the need to visit booking counters
- Developed a user-friendly interface providing all necessary information for online flight ticket booking.

B2B & B2C Applications
- B2B and B2C Applications – Developed applications focused on aggregating flights and hotels from multiple providers.
- Enabled flight and hotel bookings subject to availability and user preferences.
- Implemented automated confirmation email process for customer bookings.
- Integrated markup and account modules for managing bookings and finances.

Flipfares (Travel Site)
- Flipfares (Travel Site) – Contributed in improving a travel platform which provides customers with access to the best airline fares and unique deals, with its direct access to hundreds of online and offline agents.
- Optimized retrieval and display of airline fares from leading consolidators and vendors.
- Facilitated providing lowest prices to customers by leveraging access to both online and offline vendors.

Hobbies

Tech learning, Web design, UI exploration, Reading, Problem-solving

Languages

English, Telugu, Hindi