



CHANDRA SEKHAR REDDY. VENKELA

(UI/UX DESIGNER)

Mail: v_csreddys@yahoo.com

Mobile : 9849949968

Career Objective

Highly motivated, driven, **UX/UI/Web Designer** with a proven track record in Web/Desktop/Mobile Application development looking for a challenging new role in IT industry to work with the latest technologies and diverse projects. Excellent communication skills, strong interviewing and analyzing techniques, creative, superior attention to detail, strong problem-solving and trouble shooting skills, excellent organization skills, and an enthusiastic team player.

HIGHLIGHTS

- **Artistic ability** – demonstrated ability to produce creative, eye-catching UI designs.
- **Client relations** – maintained customer-focus throughout development to ensure final product met and exceeded client expectations.
- **Innovative approach** – assessed industry trends, market needs, and technological improvements to invent new products or methods to create stimulating art.
- **Technical expertise** – skilled with HTML5/XHTML, CSS 3, JavaScript (intermediate level), Bootstrap, Query, Wavemaker, Adobe products: Acrobat, InDesign, Dreamweaver, Flash, Illustrator, Photoshop, CorelDraw, Microsoft Word, Excel and PowerPoint.
- Work under agile development process - scrum team with 'Design Sprints'
- Currently working for **Copart India Pvt Ltd.**, Hyderabad as a Software Lead Engineer.

JOB OBJECTIVE

To find an employment in an aggressive growth oriented company that encourages my capability in User Interface Designing, Analysis, User Interface Development, Rapid and Hi-fi prototyping, Wire framing.

MOTIVATION

- Design applications using user-centered design methods, tools and techniques;
- Collect, define and discuss requirements for interactive applications;
- Improve the quality of design deliverables by defining standard processes;
- Mentor and manage junior UI Designers and developer professionals
- Work with professionals in the field, and help advance the field.

EDUCATION

- MBA from IMT University
- Advanced Diploma in Multimedia, Web Designing & Web Development from Aptech Ltd - Arena Multimedia (Adobe and Macromedia Certified) Telangana State – Hyderabad.
- Honours Diploma in Software Technology from BDPS
- Bachelor of Arts, Sri Venkateswara University

CERTIFICATION

- HFI Designing Applications and Websites for Mobile Phones

TECHNICAL SKILLS

User Interface Design		
+ User Requirements Specs.	+ Low-Fi Prototyping	+ Hi-Fi Prototyping
+ Wireframes	+ Detailed Screen Layouts	+ User Interaction Design
+ Accessibility	+ Iconography	+ Detailed Visual Layout Design
+ Style Guides	+ Design Consistency	+ Process Flows
+ Navigation Maps	+ Interaction Design	

User Interface Development		
+ Visual Design Conversion (Web/Mobile/Ipad)	+ HTML Coding	+ CSS
+ Angular, JavaScript	+ Web Frameworks	+ Cross Browser compatibility

Web Design		
+ Website Design	+ Prototype Design	+ Cross Browser Compatibility

Graphic Design		
+ Print Media	+ Logo Design	+ Brochure Design
+ Task Analysis	+ Corporate Branding	

Technical Skills:	
Web Technologies:	HTML, CSS, JavaScript (intermediate level), JQuery (customization), Dreamweaver, Notepad++, Bandwidth optimization, Cross-Browser Compatibility issues, HTML Hand-Coding
UI Design Tools	Photoshop, Illustrator, InDesign, Coreldraw
Wireframe & Prototype Tools	Axure RP Tool, InVision, Sketch, AdobeXD , Balsamiq, Pencil, MS Visio, UX-PIN, Figma, Zeplin
Frameworks:	Jquery, Bootstrap, Telerik Kendo UI

Microsoft Technologies	Visual Studio .Net, WPF (UI Development), Front Page, MS Office Suite
Java Technologies	MyEclipse (UI Development),
Operating Systems:	Windows 2000/XP/Vista, Windows 7 and 8.
CMS Integration	Drupal, Joomla and Wordpress
SEO Optimization Skills	On-page Optimization (Keyword Research, Title Tag, Heading Tag, Keyword Density, Alt Tags, Writing META Description). Off-Page Optimization (Directories Submissions, Link Building, Google, Yahoo, MSN Optimization, Social Book marking Article Submission)
Other – Software	Premier, After Effects, Fireworks,3DS Max, Git (Source Control)

Employment History

Company / Location	Position	From	To
Copart India Pvt Ltd	Software Lead Engineer	August 2019	Present
SIDGS DIGISOL Pvt Ltd	Lead UI/UX Designer	Dec 2018	August 2019
Cotiviti India Pvt Ltd.	Lead UI/UX Designer	May 2010	Dec 2018
Reddy's Infotech Pvt. Ltd	Web & Graphic Designer	May 2006	May 2010

PROFESSIONAL EXPERIENCE:

I. ORGANIZATION : Copart India Pvt Ltd.
POSITION : Lead Software Engineer
PERIOD : August 2019 to Present

Responsibilities:

- Working with Frontend Drupal development
- Developing Mockups in Photoshop with approved Paper Prototypes of design ideas.
- Developing internal Web/Mobile Applications which supports in multiple platforms maintaining cross-browser compatibility using HTML5, CSS3, Bootstrap, jQuery etc...
- Meeting clients to identify their technical requirements and liaising regularly with them
- Reviewing Efforts and estimation given by the team
- Conducting kickoff meeting after getting approvals from client
- Involving in wireframes designing
- Reviewing in mockups and visual designs and designs by the team
- Getting approval from the client to go ahead with backend implementation

- Conducting daily meetings and setting goals with team
- Playing as a developer role in HTML, CSS, Bootstrap, Angular, jQuery etc., when needed.

Browser compatibility and cross platform testing, prototyping, and implementation

PROFESSIONAL EXPERIENCE:

II. ORGANIZATION : SIDGS DIGISOL Pvt Ltd.
POSITION : Lead UI/UX Designer
PERIOD : December 2018 to August 2019

Responsibilities:

- Drawing up detailed website specifications and designing sample page layouts including text size and colors.
- Presenting initial design ideas to clients.
- Meeting clients to identify their technical requirements and liaising regularly with them.
- Developing Mockups in Photoshop with approved Paper Prototypes of design ideas.
- Developing Web/Mobile Applications which supports in multiple platforms maintaining cross-browser compatibility using HTML5, CSS3, Bootstrap, jQuery and Angular JS along with other supporting frameworks.
- Working with different CMS frameworks like WordPress and Drupal for front-end development
- Designing mobile and device compatible websites (Responsive Web Designing).
- Designing the website's visual imagery and ensuring it's in line with company branding policy or the requirements of the client.
- Online Search engine optimization (SEO).
- Debugging code and Re-designing web pages.
- Working with other web specialists including web developers and graphic designers.
- Liaising with outside agencies.
- Performing Unit Test to the website to ensure it is working.

PROFESSIONAL EXPERIENCE:

III. ORGANIZATION : Cotiviti India Pvt Ltd.
POSITION : Lead UI/UX Designer
PERIOD : May 2010 to Dec 2018

Responsibilities:

- Created the project's User Interface Specification Documents that defines the navigation flows, screen layout, screen design and screen specifications which solve the given business problems.
- Evaluated existing usability problems and conducted informal usability tests.
- Led development team comprised of 4 designers, managing and adjusting the tasks of each team member based on priorities, while tracking all efforts and progress
- Collaborated with others in creating standards documents for localization, accessibility, and cross-application consistency.
- Recommended best approach based on business need obtained by performing usability analysis and recommendations, including performing user focus groups, heuristic evaluations and usability studies.
- Designed wireframes and sitemaps using UX-Pin, Axure RP, Balsamiq Tools.
- Developed HTML prototypes and software demos based off of wireframes using HTML, DHTML, CSS, JQuery Angular JS and JavaScript.
- Did full QA testing on HTML prototype including cross browser functionality.
- Created workflows diagrams and low/high fidelity wireframes, conducted usability tests to refine designs
- Collaborated with developers to outline technical requirements, provide style guides, and participate in quality assurance reviews
- Browser compatibility and cross platform testing, prototyping, and implementation

PROFESSIONAL EXPERIENCE:

IV. ORGANIZATION : Reddy's Infotech Pvt. Ltd.
POSITION : Web & Graphic Designer
PERIOD : May 2006 to May 2010

Responsibilities:

- Play a strong role in the development of visual concepts and interactive solutions for the current web redesign project.
- GUI Design and Development. (Page Layout Design, HTML Design & Integration, Java Script ,and CSS Styles)
- Designed Required Graphics and Implementation
- Involved in GUI Visualization and Updatons

- Implementing pre-planned web pages; maintenance of graphical elements on current web pages and graphical content on the large portal websites in English and Telugu.
- Designing of banners and animation
- HTML conversion and integration with CMS
- Perform Product demos, Visual designs, branding material and Interactive flash animations.
- Interface with internal and external clients.
- Provide provision of quality assurance on creative deliverables.
- Build and maintain team rapport with creative team personnel and project managers.
- All Type of Print Media Works (Brochures, Flyers, Visiting Cards, Letter Heads, Billing Vouchers, Posters, Invitation Cards and daily newspaper)

Projects:

Copart(copart.com)

Cotiviti (cotiviti.com)

iSpace (ispace.com)

Cashforcars(<https://www.cashforcars.com>)

Honda (www.rpa.com)

Public Storage (www.publicstorage.com)

GotPrint (<https://www.gotprint.com/home.html>)

HealthNow (<http://www.hnas.com>)

SoTeC (<http://www.sotecconference.com>)

HealthCare Partners (<http://www.healthcarepartners.com>)

Ginger Lewis (<http://www.gingershealthyhabits.com>)

Mobile Apps

- P2M Mobile

- Honda Mobile

- CDPHP

- Staywell

- Aramark

- Habits & Incentives

- MCS Classicare

- iHealth Technologies

- IH Mobile

-WellCare

- P&C Mobile –POC and more....

OTHEER LIVE WEBSITES WHICH INVOLVED IN DESIGNING & DEVELOPMENT

<https://www.copart.com>

<https://www.cashforcars.com>

<https://www.cotiviti.com>

<https://ispace.com>

<https://sidgs.com>

<https://www.rpa.com>

<https://www.publicstorage.com>

<https://developer.equifax.com>

<https://dev.developer.ferguson.com>

<http://iris.sidgs.net>

<http://www.eliptico.in/odc>

<http://www.bluecloudventures.com>

<https://www.publicstorage.com>

<https://www.rpa.com>

<https://www.gotprint.com>

<http://www.gingershealthyhabits.com>

<https://sotecconference.com>

<http://shiriskitchen.ca>

<http://www.greatandhra.com>

Date :

Place : **Hyderabad**

Sincerely,

V. Chandra Sekhar Reddy