SINGIRI HARSHA VARDHAN ROYAL

ASSOCIATE UX DESIGNER

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SUMMARY

Creative and detail-oriented UI/UX Designer specializing in **User Experience Design, User Interface Design, and Product Design** with **2+ years of experience** and **over 12 successful projects**. Focused on creating user-centered digital solutions, with **expertise in wire framing, prototyping, interaction design, and usability testing** to enhance engagement and user satisfaction.

PROFESSIONAL EXPERIENCE

Associate UX Designer - C2S Technologies, Hyderabad **Oct 2022- Present**

- Produced user experience wireframes and prototypes, **leading to a 20% improvement in user engagement and satisfaction.**
- Created design documentation, including style guides and pattern libraries, ensuring design consistency and reducing design errors by 15%.
- Presented design concepts to internal stakeholders, incorporating feedback that improved design usability by 18%.

Projects: MOJO (Taylor Farms), EDI (Taylor Farms), HBS Seattle, SarvahaTech, Manasamskrithi, WATG, Ganesh Ustav, HCL Onboarding, C2STechs Website, KPI Website and LFG Website

UI/UX Designer Intern- C2S Technologies, Hyderabad **Oct 2022 - Apr 2023**

- Produced wireframes **leading to a 12% increase in client satisfaction**.
- Assisted in conducting user research and usability testing, driving a 15% improvement in designs.
- Contributed to design documentation and pattern improving cross-team consistency by 20%.

PRIMARY SKILLS

User Experience (UX) Design, User Interface (UI) Design, Product Design, Wireframing & Prototyping, User Research, Usability Testing, Interaction Design, Design Systems, Style Guides, Responsive, Adaptive Design, Web Design, Mobile App Design, Accessibility, Visual Design and Front-End Design (CSS, HTML, Bootstrap, Angular - Basic)

TECHNICAL SKILLS & TOOLS

Web Development Technologies: CSS, Sass, HTML5, JavaScript (Basic), Angular(Basic), Bootstrap
Design Tools & Software: Figma, Visily, Adobe XD, Sketch, InVision Studio, Axure RP, Proto.io, Marvel, Framer X, FlowMapp
User Research & Testing: UsabilityHub, Surveys & Interviews, A/B Testing, Manual Testing
Collaboration & Workflow Tools: Jira, Trello, Slack
CRM Tools: HubSpot, Zoho CRM (Support tools like LiveChat.com)
Content Management & E-commerce: WordPress, Shopify
SEO & Analytics: Google Console, SEO, Page Indexing

EDUCATION

Bachelor of Technologies in Computer Science and Engineering **Aug 2018- Oct 2022**
Lovely Professional University - Jalandhar

MPC - School of Intermediate Education AP **Aug 2016- May 2018**
Narayana Junior College - NarashimaKonda