**RAVI KUMAR MANCHINENI**

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Profile:

* I am a passionate experienced UX/UI and Product Designer with hands-on experience in creating intuitive and user concentrated Digital experience.
* My journey in design has allowed me to work on a diverse range of projects from mobile apps to web platforms where I have focused on blending aesthetics with functionality to deliver impactful solutions.
* Throughout my career I have honed my skills in User Research, wire-framing, Prototyping, Design systems, Big-picture thinking, Product strategy, Visual Design, User-Centered Interface Design, I always keep keeping the end user in mind.
* I believe in the power of empath-driven design, striving to understand user needs and behaviors to craft seamless and delightful experience
* My design approach combines creativity with strategic thinking and data driven insights I am proficient in industry standard design tools such as Figma, Adobe XD, Sketch and prototyping tools like Invision, Marvel, Axure RP
* I thrive in collaborative environment, working closely with cross functional teams including developers, product managers and stake holders to bring concept to life and iterate based on user feedback and usability testing
* Implementing design system to streamline workflows and ensure design consistency. conducting user testing and analysis that resulting in specific improvements. contributing to a culture of continuous learning and innovation within team i am always eager to take on new challenges, explore emerging design trends and contribute my expertise to projects that aim to make a positive impact on users lives Let's collaborate and create exceptional digital experience together

**PROFESSIONAL EXPERIENCE**

Driscoll’s – Watsonville, CA January 2022 to current

* As a Senior UX/UI designer specializing in web Platforms Refined and implemented new features
* In a website revamp leading to a 81% rise in User Conversion rate
* Utilized as A/B testing to define the optimal layout for increased uses Sign-ups, resulting in a 36% Conversion increase
* Evaluated user research to convert abstract ideas and requirements into planning tools such as journey maps, user personas and storyboards
* Managed multiple design projects, working under Stringent timelines and maintaining the quality of output.
* Designed sitemaps, user flows, prototypes and wireframes for our products based on proven methodologies, stakeholder requests and end-user feedback.
* Developed Mockups and Personas Mobile and web Applications using the Adobe XD, Figma.

Ahold Delhaize - Auburn Hill Ct, MI Jan 2020 to Dec 2022

* As a Senior UX Designer, I am honored to lead the design efforts for the B2B Vendor Portal (v PaaS) application
* Created multiple web page templates which were used across the site Reduced site clutter and improved navigation
* leading to a %9 improvement in customer feedback ratings
* Provides constructive feedback to team members to improve quality of work and individual competencies.
* Developed dynamic interfaces with Visual design using Figma and other prototyping tools that work across multiple browser types and also play nicely with mobile devices
* Work closely with the product management team in UX ideation and innovation.
* Develop and iterate on robust design processes, and management of projects across team members local and abroad.
* Participated in usability testing collecting and analyzing user feedback to enhance webpage designs Designed user centered dash boards for various site maps in the project which gave an ability to navigate throughout the personas and analytics.
* Responsibilities include leading a top tier design team developing strong interfaces and providing professional insights for design and business perspectives.
* Using the Market tool helped my clients in automating and measuring marketing engagement, tasks and workflows.
* Got a chance working on advanced levels in Azure.
* Communicated with product managers and UX designers to translate project requirements and business objectives into polished user interfaces.
* Leads by example creates inspiring design work and maintains a positive role in our company culture. Monitored emerging UX design trends and practices for useful techniques and cutting-edge developments suitable for integration into future projects.
* Maximized system performance enhancing end-user experience by applying iterative backend development updates.
* Analyzed user feedback to influence future UX updates ameliorating user concerns and pain points during subsequent patch cycles.
* Created wireframes and Mockups that were executed into final designs improving website usability by 18%

**CVS pharmacy - Philadelphia, PA Jan 2018 to December 2019**

* Managed the orchestration of the end-to-end design process for the Equinix Fabric and Network Edge management system
* Worked closely with Design Development Program Management, Marketing Research, and other teams to develop user-centered design features
* Devised, Mockups and Prototypes for designs based on proven methodologies, stakeholder requests and end-user feedback.
* Extensively worked on developing Wireframes to accurately transfer design and prototype work sheets to UI developers.
* Worked on WordPress software to design and update websites, landing pages and other digital assets to bring my design story to live.
* Monitor work against the production schedule, provide updates to the Design and Development manager and reported if any technical difficulties occur.
* Collaborated with Developers product managers QA and marketing to create amazing user interfaces
* Executed all visual design stages from oral concept point while working with front end developers.
* Worked closely with the developer team to ensure optimal user experience reducing UX related issues by 18%.
* Designed and implemented user interface for the mobile app increasing App download by 36% Conceptualized UX/UI design that were intuitive raised user stay-time by 27%
* Implemented SEO practices into website built- out increasing organic user traffic by 18%

Tech CU - San Jose, CA January 2017 to December 2017

* As a UX Designer, I am honored to lead the design efforts for the B2B Vendor Portal (v PaaS) application
* Conferred with Clients to understand their server and website issues resulting in fast and efficient problem resolution
* Worked closely with software developers to relay customer feedback leadings to improved Managed quality assurance program including on-site evaluations,
* internal audits and customer surveys
* Researched and proposed new solutions to make websites more user-friendly. Created maps models and templates for diverse projects.
* Devised diagrams to outline system interactions and sequences underpinning interfaces.
* Developed functional digital design concepts across various platforms to strengthen company brand and identity.
* Generated web hosting presence to accommodate specified needs, uploading and maintaining files on account.
* Took and edited photographs to use in digital publications, websites and social media.
* Utilized Google Analytics to monitor websites and other digital content and recommended strategies and updated channels to improve performance.
* Identified documented and reported on technical factors impacting interface performance. Resolved technical issues increasing customer satisfaction by 9%
* Developed an interactive onboarding guide for new users utilizing Adobe XD increasing customer Retention rates by18%

**Interior Designer - Hyderabad, India Jan 2012 to Sep 2015**

* Conducted Orientation with client to discuss R12 up gradation
* Creative, organizational and analytical abilities and strengths that professionals can use to handle relevant tasks in an efficient manner while considering client needs and comfort.
* Client Consultation: Meeting with clients to discuss their needs, preferences, and budget for the project. This may involve conducting interviews, surveys, and site visits to understand the client's lifestyle, tastes, and requirements.
* Space Planning: Analyzing the layout of a space and determining the most efficient and functional use of the available area. This involves arranging furniture, fixtures, and other elements to optimize flow and functionality.
* Concept Development: Creating design concepts and mood boards to convey the overall look, feel, and style of the project. This may involve selecting color schemes, materials, furnishings, and accessories that align with the client's vision and preferences.
* Design Development: Developing detailed drawings, plans, and specifications for the project. This includes creating floor plans, elevations, 3D renderings, and construction documents to communicate the design intent to contractors, architects, and other stakeholders.
* Material Selection: Selecting appropriate materials, finishes, and textiles for the project. This may involve researching and sourcing materials, coordinating with vendors and suppliers, and considering factors such as durability, sustainability, and budget.
* Furniture and Fixture Selection: Choosing furniture, lighting, fixtures, and accessories that complement the design concept and meet the functional needs of the space. This may involve sourcing ready-made items or custom designing pieces as needed.
* Project Management: Overseeing the implementation of the design plan, including coordinating with contractors, architects, and other tradespeople. This involves managing timelines, budgets, and resources to ensure the project stays on track and meets the client's expectations.
* Site Visits and Inspections: Conducting regular site visits to monitor progress, address any issues or concerns, and ensure that the design is being implemented according to plan. This may involve performing quality inspections and Making Adjustments as needed
* Client Communication: Providing regular updates and communication to the client throughout the design process. This includes presenting design concepts, soliciting feedback, and addressing any questions or concerns that may arise.
* Continuing Education: Staying informed about industry trends, emerging technologies, and new materials and techniques through ongoing education and professional development. This helps ensure that the designer remains current and able to offer innovative solutions to clients

**KNOWLEDGE**

**Design and Prototyping Tools:**

* Figma: Collaborative interface design tool for creating wireframes, prototypes, and high-fidelity designs.
* Sketch: Vector graphics editor for macOS, widely used for UI design.
* Adobe XD: Design and prototyping tool for user experience and interaction design.
* In Vision: Digital product design platform for prototyping and collaboration.

**Graphic Design Tools:**

* Adobe Photoshop: For editing images and creating graphics.
* Adobe Illustrator: For vector graphics and illustrations.

**User Research and Testing Tools:**

* Usability Hub: Platform for remote user testing and feedback. Lookback: Tool for user research and usability testing.
* Hotjar: Behavior analytics and user feedback service that helps understand user interactions.

**Collaboration and Handoff Tools:**

* Zeplin: Collaboration tool for sharing design specs and assets with developers.
* Abstract: Version control for design files, allowing for team collaboration.

**Analytics and Feedback Tools:**

* Google Analytics: Tracks and reports website traffic.
* Crazy Egg: Provides heatmaps and user session recordings to analyze user behavior.

**SKILLS**

**User Research:**

* Conducting surveys, interviews, and usability tests to gather user insights.
* Analyzing user data to inform design decisions.

**Wireframing and Prototyping:**

* Creating wireframes to outline the structure and flow of a design.
* Developing interactive prototypes to simulate user interactions and validate design concepts.

**Visual Design:**

* Understanding of typography, color theory, and layout principles.
* Ability to create visually appealing and consistent UI components.

**Interaction Design:**

* Designing interactive elements such as buttons, menus, and animations.
* Ensuring that interactions are intuitive and enhance the user experience.

**Information Architecture:**

* Organizing and structuring content to ensure it is easy to find and navigate.
* Creating site maps and user flows to define the structure of a digital product.

**Front-End Development (Basic Understanding):**

* Knowledge of HTML, CSS, and JavaScript to understand the feasibility of designs.
* Ability to collaborate effectively with developers.

**Usability Testing:**

* Conducting tests to evaluate the usability of a design.
* Iterating on designs based on user feedback and test results.

**Soft Skills:**

* + Strong communication skills for presenting ideas and collaborating with stakeholders.
  + Problem-solving skills to address design challenges and user needs.
  + Attention to detail to ensure a high-quality user experience.

**EDUCATION**

**Bachelor’s degree:**

**B-tech Bioinformatics, Bharath University Chennai 2011**

**Master's degree**

**Computer Science, Silicon Valley University San Jose CA 2017**