



Mittapally Premshiva

UI/UX Designer

Contact

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Portfolio

<https://www.behance.net/premshimittape>

LinkedIn

<https://www.linkedin.com/in/premshiva-mittapelli-a5176725a/>

Design Skills

Design Thinking

Excellent

Heuristic Review

Excellent

Affinity Diagramming

Excellent

Customer Journey Mapping

Excellent

Persona Creation & Design Sprints

Very good

Information Architecture

Excellent

Wireframing & Prototyping

Excellent

A User Experience Designing Professional, Visual Design Specialist, and Knowledgeable in design from principles to elements, systems to graphic and print design and typography. Senior UX Designer with 3 years of Experience upon Digital Marketing & UX Designing. I believe in designing a cleaner, more accessible world where user Interfaces are mediums between human and machine that foster intelligent, intuitive, and delightful interactions. Efficient problem solver with skills in teamwork and delivering projects on time.

Work History

eSoft Technologies

2021 Feb – Present

<https://www.esoftech.com/>

Designation – UX/UI Designer

- Creating digital products and usable experiences, starting with defining the problems of real people and thinking about their possible solutions.
- Expertise in design interactions as well as in detailing the visual aspects.
- Co-ordinate the look and feel across multiple platforms, supporting diverse activity and goals.
- Working Closely with Sr. Designer and product owner in creating end-to-end experiences for users to ensure a seamless experience within the company's Mass Customisation Platform.
- Self-motivated individual with a strong grasp and demonstrated experience in interaction design and user research.
- Along with great communication skills, being a strong collaborator, and love to dive into user's world to understand their functional and holistic needs to build solutions through an iterative design and development lifecycle.
- Being a trusted domain expert in the product lifecycle and work closely with our customers and stakeholders to understand our user's needs and be an advocate to provide them with easy to use, elegant and effective solutions.
- Work with product owners to combine business insights, research and feedback to develop user scenarios, use cases and high-level requirements for company projects.
- Design conceptual sketches to wireframes, and High-Fidelity mockups, including interaction guidelines and prototypes based on the project's needs.
- Proficiency in creating design deliverables like wireframes, mockups, prototype and mind mapping with the design team.
- Understand the core business perspective of the product.
- Collaborating with other designers to evolve our design language.
- Being expert in communication skills and the ability to clearly articulate design decisions.

Manjeera Retail Holdings Pvt Ltd.

2020 Jan – 2020 Dec

<https://www.manjeera.com>

Digital Marketing Executive

- Assist in Adherence to allocated marketing events and PR budget to be in the allocated budget by marketing manager.
- Execution of various marketing events within the budget and timeline.
- Effective utilisation of digital marketing and website development / online portals/ social media.
- Co-ordinate with the agencies for the effective artworks and vendor management.

Research Skills

Qualitative Remote Usability Study



Excellent

Longitudinal Study



Excellent

Demographic Comparison



Excellent

Behavioural Analysis & Statistics



Excellent

Visual Design Skills



Very good

DesignOps



Excellent

Tools

Figma



Excellent

Adobe XD



Very good

Adobe Illustrator



Very good

Sketch



Very Good

Invision



Good

HTML & CSS



Excellent

MS Office Suite



Excellent

Interests

Travelling | Treckking | Dance | Music | Cooking

- Assist in the formulation of strategies to build a lasting digital connection with consumers.
- Plan and monitor the ongoing company presence on social media (Twitter, Facebook etc.)
- Launch optimized online adverts through Google Adwords, Facebook etc. to increase company and brand awareness.
- Be actively involved in SEO efforts (keyword, image optimization etc.)
- Prepare online newsletters and promotional emails and organize their distribution through various channels.
- Provide creative ideas for content marketing and update website.
- Collaborate with designers to improve user experience.
- Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, WebTrends etc.),
- Acquire insight in online marketing trends and keep strategies up-to-date.
- Maintain partnerships with media agencies and vendors.

Certification

Digital Lync Technologies Pvt Ltd

2019 Aug - 2019 Dec

- Learnt Human Factors for User Experience Designing as well as Design tools as part of Certification and mastered in all the UX Design tools.
- Designing a product from Scratch by empathizing a problem statement
- Got trained well in research skills, Low Fidelity to High Fidelity Designing and Prototyping with Human Centric Design approach.
- Explored the best outcomes for a problem statement and studied the product strategy which is related to B2B and B2C and other related market analysis.
- Took part in real time product designing in both Native mobile applications as well as web applications.

Education

Dr. Nandamuri Taraka Ramarao University - VJY

2015 May - 2019 June

Bachelors of Science in Nursing

Projects

Backgroundly (Web Application)

<https://backgroundly.id>

A web-based platform designed to remove the background of an image to convert into PNG form. Any kind of image like xml or jpg will be functioned in this application. It helps to create a new background for any image of the user.

Responsibilities:

Design and maintain the marketing portal Provide design solutions and clickable prototypes for the functional modules like Data Intake, Workflow management, and dashboards to manage work queues and correspondence management.

- The BackgroundRemove API eliminates any solid-color or image background fill of a given image or short video and replaces it with transparent pixels.
- The resulting file will have a transparent background. Image files are in PNG format and video files are in GIF format.
- Defined by the user by providing the RGB color values or the background image URL.
- Automatically detected by the services and removed accordingly.

Skill Metrics

Employee Engagement



Excellent

Competency Management



Excellent

Institutional Knowledge



Excellent

Problem Solving Skills



Excellent

Communication



Excellent

Data Analysis



Very Good

Technologies



Excellent

Marketing



Very Good

Graphic Design



Excellent

Upliv - Native Mobile Application

Upliv is an Indian security and community management app headquartered in Hyderabad, India. This application helps in notifying users information about people entering their gated community

Responsibilities:

- Ideate, propose and design User Experience solutions for the Upliv mobile application. Keep the design user centric and check complete user flow.
- Ensure the designs allow the wellness of community management as well as people live in design community smoothly navigate between the app screens to register their products for upliv compliance assessment alongside community level and public regulation assessments before reaching the end user functionality.
- Facilitate Joint Requirement Planning sessions with Business User Groups and conduct Joint Application Development sessions with IT Groups to drive the UX initiative on the application.
- Develop the design solutions to enhance the way people & Gated communities manage their regulatory compliance responsibilities.
- Create workflows, wireframes, mockups and prototypes for the design solutions at different levels of design development to understand and estimate the technical feasibility.

Nature Foody to Your Skin - Native Mobile Application

<https://www.naturefoody.com/>

Nature foody to your skin, is a South Indian cosmetic manufacturer founded in Pallavaram, Tamil Nadu. It has everything you need for timeless beauty created by its brands artists. Most of the baked products are made in India.

Responsibilities:

- Drive and execute UX and Research initiatives that increase the value of UX process within the High Content Screening platform
- Create rapid prototypes and necessary workflows during and after the design discussions of the application integrations.
- Conduct user interviews, brainstorm and demonstrate design solutions to the freshly integrating health institutions
- Create, maintain and deliver rationalized and user validated designs to the development
- Perform usability testing, collect feedback and recommendations for incorporating within the designs
- Create, modify and maintain test scripts for the new application integrations to HCS platform.
- Create several process artifacts including Use Cases, Prototypes, and Workflow diagrams for effective plans.

Some Other Applications which are well designed and out of my creative knowledge were posted in my Behance account.

My Design Process

- Empathy
- Research
- Card Sorting
- Information Architecture
- Wireframing & Prototype Testing, A/B Testing
