

# KANDI RAVI

Sr. Principal UX/UI & Product Design Consultant | UX Research  
| AI & Digital Transformation Strategy

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Portfolio: <https://rkuxui.in/#portfolio>



## SUMMARY

Seasoned Sr. Principal UX/UI & Product Design Consultant recognized for leading research-driven design across enterprise and product-driven ecosystems. Highly skilled in UX strategy, user research, prototyping, AI-enhanced design workflows, and accessibility (WCAG), delivering scalable, inclusive, and data-informed digital experiences. Known for elevating user satisfaction by 70% and boosting conversions by 15% through human-centered innovation, strategic thinking, and cross-functional leadership that accelerates digital transformation.

## EXPERIENCE

Principal UX/UI & Product Design Consultant (Part Time)

[Intendtech](#)

Nov 2024 - Present    Hyderabad India

A prominent bank in India offering a range of financial services

- Lead UX strategy, research, and design across digital products.
- Conduct user research; turn insights into flows, wireframes, and design systems.
- Collaborate with product, engineering, and business teams for user-centered solutions.
- Advocate accessibility, inclusivity, and UX best practices (WCAG).
- Mentor designers, promote UX maturity, and present findings to stakeholders.
- Continuously explore tools, methods, and trends to enhance design quality.

## EXPERIENCE

Sr. Principal Designer / UX Researcher | UX-UI Digital Transformation

[MOURI Tech LLC](#)

Feb 2017 - Sept 2024    Hyderabad India

- Led UX research through user interviews, surveys, and contextual inquiries to gather actionable insights.
- Developed user personas, journey maps, empathy maps, and scenarios, improving usability and boosting conversions by 15%.
- Created prototypes for usability testing to validate design hypotheses and iteratively improve user experience.
- Authored UI/UX specification and research documentation, detailing navigation flows and interaction patterns.
- Conducted A/B testing, accessibility audits, and cross-platform usability checks to ensure inclusive experiences.
- Applied research insights to enhance design decisions, resulting in 70% higher user satisfaction.
- Supported design implementation by collaborating with developers, aligning research findings with functional solutions.

## STRENGTH

**AI-Driven UX/UI & Product Designer**  
**Specializing in UX Research**  
Expert in user experience design and agile product management

### Web Development Skills

Strong foundation in design and HTML, CSS development

## KEY ACHIEVEMENTS

### User Satisfaction Achievement

Successfully increased user satisfaction by 70% through innovative design solutions in web & mobile applications

### Conversion Rate Improvement

Achieved a 15% increase in conversions by developing user personas based on extensive research

## Skills

UI/UX Design	Interaction Design
Wireframing	Rapid Prototyping
Design System	Design Sprints
User Research	User Journey Mapping
A/B Testing	Usability Testing
Accessibility	Heuristic Evaluation

## Tools

Flgma	UXPin
Adobe XD	Axure RP
Balsamiq	InVision
Photoshop	Illustrator
Jira	AI Tools

Sr UX/UI Designer - Product Designer Cum UI Developer

Cybersoft Technologies Inc

May 2014 - Oct 2016 Hyderabad India

A leading IT solutions provider focusing on UI and UX design

- Created interactive designs for complex web/mobile applications using page/user flow diagrams and interactive wireframes
- Conducted UX research by interactively testing designs using high and low fidelity prototypes
- Developed user personas to improve functionality and usability for target audience contributing to a 15% increase in conversions
- Created visual design prototypes, designed icons, and developed solutions for a new navigation system resulting in a 70% increase in user satisfaction

Sr. UI/UX Engineer

Navayuga Infotech India Pvt. Ltd.

Sept 2011 - May 2014 Hyderabad India

A multinational telecommunications services provider

- Designed high-fidelity mockups, wireframes, and interactive prototypes using Axure RP.
- Designed interactive wireframes and developed web pages using HTML5, CSS3, and JavaScript
- Coordinated with development team for UX reciprocation
- Provided accessibility solutions and tested for browser compatibility

Linkedin : <https://surl.li/gvewod>

Here's my portfolio <https://rkuxui.in/#portfolio>

<https://surl.li/lybrtd>

<https://surl.li/aolvmd>

Data Visualization - <https://rb.gy/0ga0jv>

<https://rb.gy/zibt1j>

Crafting Intuitive and Impactful Data Visualization Experiences

- Designing Dashboards:** Create intuitive and visually engaging dashboards for KPI representation.
- User-Centered Approach:** Identify user needs and craft wireframes and prototypes for effective data visualization.
- Data Simplification:** Transform complex datasets into actionable insights with clear and concise visuals.
- Tool Expertise:** Utilize Power BI and Tableau to develop interactive and user-friendly visualizations.
- Focus on Usability:** Ensure designs are consistent, accessible, and optimized for the end-user experience.
- Collaboration:** Work with stakeholders to align visualizations with business goals and objectives.

Certificates

Certified Advanced Diploma In Multimedia  
From Aptech Arena



Education

ADIM Aptech Ltd -Arena

Advanced Diploma In Multimedia

Osmania University

Bachelor Of Commerce

Languages

English	Proficient	<div><div></div><div></div><div></div><div></div><div></div></div>
Telugu	Native	<div><div></div><div></div><div></div><div></div><div></div></div>
Hindi	Proficient	<div><div></div><div></div><div></div><div></div><div></div></div>