Siddharth Kudgunti

– UX & Graphic Designer –

kay.graphicsdesign@gmail.com   +91 8550052299

I am a designer, adept at creating seamless user experience and visually captivating designs. From crafting engaging stories through animations to designing memorable logos, I bring user-centric approach to every project.

WORK

UI/UX Technical Lead
MResult Technologies Pvt Ltd   September 2020 - Present

- Currently leading a team of 6 to develop a Portfolio management web application for clients leadership team, driving innovation and efficiency.
- Led the development of high-fidelity prototypes for "MInsight" analytics, focusing on user satisfaction and product consistency.
- Applied system design thinking to ensure consistency across products.
- Developed and applied micro-interactions, enhancing user engagement and improving product usability.

BI Developer & UI Designer
TATA Consultancy Services   October 2017 - April 2020

- Designed client dashboards and collaborated with teams to ensure timely delivery.
- Awarded 3rd place for "Best UI Design" in an internal competition.

PROJECTS

SIKU
UX Design, Web App

- Managed the entire design process, improving user satisfaction through research, wireframes, and prototypes.
- Conducted tests and applied feedback to enhance the user experience.
- Used user insights to improve navigation and engagement, leading to higher conversion rates.

Bollywood Burgers
Branding

- Developed a bold, culturally immersive brand with Indian motifs and 90s Bollywood-inspired typography.
- Delivered consistent branding across logo, menu, website, and social media.
- Color Strategy was to use purple for trust and orange to stimulate appetite, boosting brand recognition.
- Created a unique visual identity that set the brand apart, enhancing customer recall and loyalty.

SKILLS

Design
Rapid Prototyping, Wireframing, Sketching, Visual Design, Interaction Design, Motion UI, Branding

Tools
Adobe Illustrator, Adobe Photoshop, Figma, Adobe XD, Adobe After Effect, Procreate

Front-End Development
HTML, CSS

UX Research
Survey, Journey Mapping, Usability Testing

CERTIFICATION

Google UX Design Certificate
January 2022 - June 2022

Udemy - Graphic Design Masterclass
June 2021 - January 2022

EDUCATION

Electronics and Communications
SDM College of Engineering and Technology

8.75 CGPA   2013-2107