

Donthi Reddy Ram Reddy

UI/UX Designer | Figma Expert | AI-Assisted Product Design

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PROFESSIONAL SUMMARY

Creative and detail-oriented UI/UX Designer with 2.5+ years of experience designing intuitive, accessible, and scalable mobile and web applications across EdTech, healthcare, and service industries. Skilled in Figma, Adobe XD, Photoshop, Illustrator, Figma AI, and AI-assisted design workflows, with hands-on experience in user research, Design Thinking, wireframing, prototyping, usability testing, and Design Systems. Passionate about creating user-centred digital experiences and collaborating closely with clients, developers, and product teams to deliver impactful business solutions.

EXPERIENCE

UX Crafts – Hyderabad, India
UI/UX Designer

Sept 2024 – Present

- Leading the end-to-end UI/UX design process for SaaS products, HRMS software, mobile applications, and business websites, from user research and wireframing to high-fidelity UI design and developer handoff.
- Collaborating closely with clients, product managers, and developers to understand business requirements and design intuitive, user-centred digital solutions that align with business goals.
- Designing and maintaining responsive UI components and Design Systems in Figma, ensuring consistent and scalable experiences across web and mobile platforms.
- Improved the recruitment experience for Ninerole.com by simplifying job discovery, navigation, and application flows, creating a smoother and more engaging hiring journey.
- Leveraging Figma AI, Claude AI, and AI-assisted design workflows to generate UI concepts, accelerate wireframing, explore design alternatives, and improve overall design efficiency.
- Supporting front-end development by using Claude AI to assist with responsive layouts, UI implementation, and developer-ready design handoff.
- Creating complete digital branding assets including logos, brochures, social media creatives, presentation decks, and marketing materials, ensuring a consistent brand identity across products and campaigns.

Sasha Luxe Dermatology – Hyderabad, India
UI/UX Designer (Remote)

May 2024 – Sept 2024

- Redesigned the end-to-end website for Sasha Luxe Dermatology & Cosmetic Surgery Center, creating intuitive, mobile-first user experiences across service and consultation pages.
- Designed the e-commerce platform for Sasha skincare products, including product listings, product details, shopping cart, checkout, and user account journeys.
- Created responsive page layouts, clear information architecture, and seamless appointment booking flows to improve usability and customer engagement.
- Collaborated closely with stakeholders and developers to deliver visually consistent, brand-aligned interfaces that strengthened the clinic's digital presence across web and mobile platforms.

- Collaborated with a 3-member UI/UX team to design and enhance the MyClassboard ERP platform for India and UAE, delivering intuitive web and mobile experiences.
- Designed user-friendly dashboards and workflows for Staff, Student, Parent, and Management modules, simplifying complex educational processes and improving usability.
- Contributed to the complete redesign of MyClassboard.com, creating responsive web pages, improving information architecture, and enhancing the overall user experience.
- Worked closely with product managers, developers, and QA teams to translate business requirements into scalable, user-centred design solutions and developer-ready interfaces.
- Designed supporting digital assets including email templates, brochures, presentation materials, and marketing creatives, ensuring consistent branding across product and promotional touchpoints.

SKILLS & TOOLS

Design Tools	Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator
AI-Assisted Design	Figma Make AI, Claude AI, AI-Generated UI, Prompt-Based Design Workflows
UX Design	User Research, Design Thinking, Wireframing, Prototyping, Usability Testing, Interaction Design
UI Design	Web Design, Mobile App Design, Responsive Design, Visual Design, Design Systems, WCAG Accessibility
Research & Strategy	User-Centred Design, Information Architecture, User Personas, User Journey Mapping, Competitor Analysis
Workflow & Collaboration	Design Handoff, Cross-functional Collaboration, Agile Workflow, Front-end Collaboration