

BALAGURUDEV AKASAM

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LinkedIn | Behance

Professional Summary

UI/UX Designer with almost 2 years of experience in designing 10+ SaaS products and 25+ platforms across B2B and B2C domains. Skilled in design systems, UX research, wireframing, prototyping, and usability testing, delivering user-centered, scalable solutions. Adept at cross-functional collaboration and product design thinking to create engaging, accessible experiences that drive measurable business outcomes.

Skills

- UI/UX Design: Wireframing, Prototyping, Interaction Design, Usability Testing, Visual Design, Responsive Design
- Product Design: UX Research, User Personas, Information Architecture, Accessibility (WCAG), Design Systems, Product Thinking
- Design Tools: Figma, Framer, Miro, Jitter video, Canva
- Next-Gen & AI-Enhanced Design Tools: Figma Make, Cursor, Claude, Lovable, Google AI Studio, AntiGravity, Bolt
- Technical Skills: HTML, CSS, JavaScript, Bootstrap, MySQL

Work Experience

Junior UI/UX Designer | Qugates Technologies Oct 2024 - Present

- Designed 10+ SaaS products, including HRM, CRM, ERP, Project Management, Inventory Management, and other enterprise platforms, creating intuitive interfaces, optimized workflows, and user-centered experiences that improved usability, engagement, and accessibility across diverse business domains .
- Conducted UX research, usability testing, and multiple discovery calls to understand client requirements, gather actionable insights, and translate them into design solutions, improving conversion rates by 85% and reducing churn by 40%.
- Built and maintained a comprehensive design system with 100+ reusable Figma components, reducing inconsistencies and accelerating delivery by 30%.
- Collaborated with cross-functional Agile teams to ensure smooth design-to-development handoffs, cutting development time by 25% while aligning solutions with business goals.

UI/UX Designer Intern | Kampkode Apr - Sep 2024

- Redesigned the company website for CRT and internship programs, increasing user engagement by 80% and driving a 75% increase in enrollments.
- Enhanced the platform's digital identity, aligning the user experience with the company's mission of student empowerment.

Projects

Excel to Earn | Link UI/UX Design

- Designed an edtech platform offering project-based programs in AI, ML, Robotics, and Full Stack Development, focusing on immersive storytelling, psychology-driven engagement, and conversion-oriented flows.
- Crafted interactive landing page visuals, micro-interactions, and futuristic design elements, increasing session time by 150%, course exploration by 70%, and enrollment conversion by 40%.
- Platform presented at government-level discussions, highlighting its strategic impact on student learning, skill development, and scalable digital education initiatives.

Vantage studio | Link Vibe Coding

- Designed and shipped a motion-first, production-ready studio website by refining interaction, timing, and layout directly in live execution contexts (Google AI Studio), reducing design-to-deployment cycles by 40% and eliminating traditional handoff friction.
- Established motion as a narrative and hierarchy system using progressive disclosure, scroll-based interactions, and performance-aware animation, improving content clarity, increasing engagement depth by 60%, and maintaining high runtime performance under defined motion and performance budgets

Certifications

- Foundations of User Experience (UX) Design – **Google**
- Conduct UX Research and Test Early Concepts – **Google**
- Enterprise Design Thinking – **IBM**
- Digital Skills: User Experience – **Accenture**
- Figma Essentials for UI/UX – **Udemy**

Education

Rajiv Gandhi University of Knowledge and Technologies (IIIT)
Bachelor of Technology in Chemical Engineering

Kadapa, India
June 2019 - May 2023