

DEEPTHI KADIYALA

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PROFESSIONAL SUMMARY:

Creative and user-focused UI/UX & Graphic Designer with 2.10 years of professional experience, specializing in user-centered dashboards, web platforms, and mobile applications. Strong background in SaaS and fintech products, delivering end-to-end UI/UX solutions from user flows and wireframes to high-fidelity interfaces and interactive prototypes. Proficient in Figma, Adobe Illustrator, Photoshop, XD, and Canva, with a strong focus on usability, visual consistency, and scalable design systems. Experienced in collaborating with cross-functional teams to create intuitive, business-driven digital experiences.

TECHNICAL SKILLS:

- UI/UX Design
- Graphic Design
- Wireframing
- Prototyping
- Visual & Interaction Design
- Design Systems

TOOLS USED:

- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Canva

WORK EXPERIENCE:

UI/UX & Graphic Designer
Eloappz Technologies | Credque

March 2024 – Present

Roles and Responsibilities:

Dashboard Design

- **Credque Sales CRM (Loan DSAs):** Designed end-to-end dashboards including Homepage, Cold Calling, Dialer, Campaigns, Backend Processing, Leads, Agent Reports, Admin Board, Organization, Settlement, and Payout. Simplified complex loan workflows into intuitive, user-friendly interfaces.
- **Generic Dialer (Multi-Industry):** Designed a versatile dialer system for fintech, e-commerce, travel, education, and service industries, covering Dashboard, Cold Calling, Campaigns, Gateway, Agent Reports, and Dialer screens. Ensured smooth call-handling experience, clear workflows, and quick accessibility.

Website & UI Design

- Designed one complete fintech website end-to-end: user flows, wireframes, UI screens, and responsive layouts.
- Created landing and key pages for two additional fintech websites, improving usability and design consistency.
- Designed a real estate website emphasizing clean browsing and efficient property search experience.

Marketing & Visual Design

- Produced LinkedIn posts, product creatives, ad copies, promotional banners, and internal communication materials (login and target posters).
- Supported brand visuals and maintained consistency across digital assets.

Collaboration & Process

- Worked closely with product, tech, and marketing teams to gather requirements, refine UX flows, and ensure smooth handoff to development.
- Maintained structured design files and documentation for team alignment and clarity.

UI/UX & Graphic Designer Freelance

Oct 2023 – Feb 2024

Roles and Responsibilities:

- Designed conceptual mobile apps, dashboards, and responsive websites in Figma.
- Built branding systems, social media creatives, and marketing materials for mock brands.
- Practiced end-to-end UX workflows: wireframes, prototypes, usability, and visual consistency.
- Developed case studies to communicate design thinking, process, and final outcomes effectively.
- Maintained a consistent practice routine, adapting real-world briefs and staying updated with design trends.

UI/UX Designer EPSoft Technologies

Aug 2022 – Aug 2023

Roles and Responsibilities:

- Designed user flows, wireframes, and high-fidelity UI screens for internal and conceptual web applications using Figma.
- Designed an end-to-end mobile application, focusing on intuitive navigation, clean UI, and consistent visual hierarchy.
- Translated business requirements into user-focused interface designs with strong usability principles.
- Maintained visual consistency through typography, color systems, and layout standards.
- Created interactive prototypes and design assets to support reviews and development handoff.

Roles and Responsibilities:

- Designed internal communication materials like banners, infographics, and presentation templates.
- Supported marketing teams with visual assets while maintaining consistency with brand guidelines.
- Collaborated with senior designers and gained exposure to UI/UX practices like layout hierarchy and responsive design basics.
- Assisted in designing web graphics and mockups, contributing to client-facing digital assets.
- Strengthened core design skills using Adobe Illustrator and Photoshop within professional workflows.

CERTIFICATIONS:

- **UI/UX for Beginners** - Great Learning
- **Intro to Graphic Designing with Photoshop** - Great Learning

EDUCATIONAL QUALIFICATION:

- Bachelor of Technology (ECE) from Vignan's University, Vadlamudi in 2022 with CGPA **8.74**