Deepika Narikidimelli
UX/UI Designer

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Summary

Hello there!
Passionate and skilled UX/UI Designer with over 4 years of hands-on experience in Human-Machine Interface (HMI) and Human-Computer Interaction (HCI). Adept at crafting engaging and intuitive digital experiences that balance user needs with business objectives. Known for delivering innovative design solutions across diverse industries, enhancing user satisfaction and driving business growth.

Experience

Cognizant Technology Solutions

UX/UI Designer   Nov 2018 — Dec 2022

As a UX/UI Designer, I have driven the design, development of UI, including web, mobile, HCI and HMI with exceptional quality across projects for esteemed clients who are into renewable energy, automobile , aviation . As a collaborative team leader and individual contributor has enabled me to work on three major OTT platforms, leveraging cutting-edge UI enhancements rooted in extensive UX research. I ensured a comprehensive understanding of user needs, forging strong client relationships and aligning design strategies. My proficiency extends to employing UI for ML and IOT projects, translating complex data into UI.

Technical skills

User Research and Empathy: Conduct user research, ethnographic studies, interviews, and field research to understand user needs and pain points. Apply User-Centered Design (UCD) principles, focusing on user behaviours and needs through research.

"User-First" Principle: Prioritise user needs and preferences by applying a "user-first" approach. Utilize Design Thinking, involving empathising with users, defining problems, ideating solutions, prototyping, and testing.

Ideation: Brainstorm creative ideas aligned with user needs and business objectives.

Prototyping and Wireframing: Use design discovery tools like user journey maps and prototypes. Apply Prototyping methodologies to create low or high-fidelity prototypes for visualisation and testing.

Usability Testing and Validation: Conduct usability tests, A/B tests, heuristic evaluations, and iterate designs based on user feedback and data-driven insights. Integrate Heuristic Evaluation principles to assess user interfaces.

Interaction and Interface Design: Develop intuitive interfaces based on prototypes, considering usability, accessibility, and overall user experience. Implement Information Architecture (IA) principles for organizing information.

Design System and Style Guide Creation: Develop style guides and UI component libraries for consistency. Apply Card Sorting techniques to create intuitive information architectures.

Design Documentation and Communication: Create clear design documentation for seamless communication. Develop Persona Development and Journey Mapping visualisations to aid in understanding user needs.

Management of UX Research Activities: Ensure high standards in UX research activities, manage team initiatives, and implement Agile UX practices for flexibility and quick iterations.

Collaboration: utilizing scrum and agile methodologies to work together and deliver. Additionally, closely collaborating with many individuals to plan, present, collect input, and take into consideration the efforts of developers.

Implementation, Review, and Continuous Improvement: Collaborate for design implementation and Responsive Design principles for optimal experiences across devices.Accessibility (A11y): Ensure designs meet Accessibility (A11y) standards for usability by people with disabilities
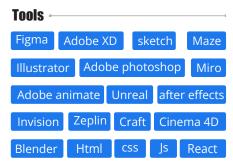
Portfolio

www.deepika.site

All my personal case-studies are been added in above link.

I design with passion, empathy & curiosity

Skills

Prototyping | Visual Presentation | Visual Communication | Design audit | Wireframing | UX Design | User Flow | Usability Testing | low To High Fidelity | Design System | Personas | Mockups | User Research | Heuristic Evaluation | Lean UX | A/B Testing | User Empathy | User Acceptance Testing | Agile & Scrum | Data visualisation | Design Thinking | Information Architecture

Tools

Figma | Adobe XD | sketch | Maze | Illustrator | Adobe photoshop | Miro | Adobe animate | Unreal | after effects | Invision | Zeplin | Craft | Cinema 4D | Blender | Html | css | Js | React

Education

Lamar University
Management Information system
Texas, USA   2023 - Present

Sathyabama University
B.E   ECE
Chennai,India   2014 -2018

Pagati junior college
10+2
India   2012 -2014

Sri chaitanya school
10 class
India   2012