Praveen Manchi
UX/UI Designer

Design With Passion, Empathy & curiosity

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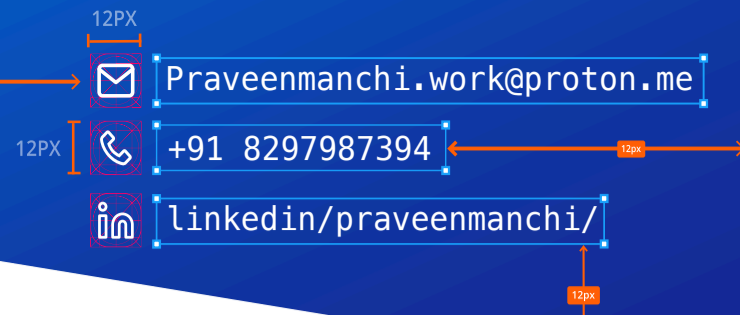
Experience

5.9+ Total years of experience

Deloitte
Product Designer   **Jun 2022 - Present**

As in-house Product Designer at CortexAI, I collaborate within a dynamic team, leading a small team while also contributing individually. Worked on web and mobile platforms, where I've spearheaded UI creation for diverse applications such as LLM, Generative AI, and in-house AI tools. Creating UI from scratch, setting high-level standards and established design systems. Notably, I've crafted interfaces allowing users to search, review, and purchase assets like prompts, code & algorithm and datasets, facilitating seamless deployment on cloud platforms such as AWS and Azure. Worked on user experience by conducting various UX tests aimed at optimising interactions with GenAI screens.

Tata Elxsi
Senior UI Designer   **Dec 2020 - Jun 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 two 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. Crafted Futuristic User Interfaces (FUI) using Blender and Unreal Engine, pushing the boundaries of design innovation. My proficiency extends to employing UI for ML and IOT projects, translating complex data into UI.

WAFU Technologies Private Limited
UX/UI Designer   **May 2018 - Dec 2020**

Assisted in the design and development of mobile and web products, contributing to user interface design, usability testing, and design iteration processes. Collaborated with senior designers to translate concepts into wireframes, prototypes, and final designs.

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.

High priority

"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

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

Portfolio link

www.praveenmanchi.art

All my work presented on above web page

Summary

Hello there!
I work as a product designer and am committed to using my work to create meaningful experiences. Always eager to test, learn, and put new ideas into practice. As part of it, I have created a platform called **Designboard.club** where you can find the learning materials, useful links for inspirations, trends and free resources, components, tools.

And **UXAI** is Text Generative AI(beta) to help and respond to your inquiries on UX, UI, and design.

Iconartboard is web application where anyone can able to download icons and free to use.

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`

Basic to interact with developer & to follow grid system

Education

Bapatla Engineering College
B.Tech -EEE   2014 -2018

Sasi Junior College
10+2   2012 -2014

Sri chaitanya school
10 class   2012