

# UDIT RAO

## Lead Product Designer

“ People ignore design that ignore people. ”

Frank Kimero

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Hyderabad, India

### Socials

Behance  
<https://www.behance.net/udit456>

LinkedIn  
udit-rao-687085bb

### Languages

Telugu  
Native

Hindi  
Others

English  
Professional working

## Experience

Jan 2021 – Till date Bengaluru



Lead Product Designer  
Neutrinos

- Worked on multi platform Products for both B2B in improving the Usability.
- Follow the Design Thinking Approach to solve any problem, constructing the Customer Journey Mapping to understand end users.
- Make strategic design and user-experience decisions related to core, and new, functions and features.
- Collaborate with other team members and stakeholders.
- Translate concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences.
- Make strategic design and user-experience decisions related to core, and new, functions and features.

Apr 2020 – Jan 2021 Hyderabad



UI/UX Designer  
CallHealth

- Worked on multi platform Products for both B2B and B2C in improving the Usability.
- Follow the Design Thinking Approach to solve any problem, constructing the Customer Journey Mapping to understand end users.
- Redefining the much-required user experience to existing product to meet the customers empathy.
- Translate concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences.
- Collaborate with other team members and stakeholders.
- Design and deliver wireframes, user stories, user journeys, and mockups optimized for a wide range of devices and interfaces
- Make strategic design and user-experience decisions related to core, and new, functions and features.
- Facilitate the client's product vision by researching, conceiving, sketching, prototyping and user-testing experiences for digital products.
- Conduct concept and usability testing and gather feedback.

Sep 2016 – Mar 2020 Hyderabad



Software Engineer ( UI/UX Designer )  
Wipro Ltd

- Promoted Lean UX methodologies leading to reduced design time and increased data for informed designs.
- Refined study methodologies to include face to face interactions with customers leading to increased quality of results in desktop and mobile applications.
- Developed solutions for paper processes into automated solutions which decreased costs by 45%, increased accuracy and improved customer experiences tasks, and managing migration requirements from all stakeholders.
- Worked on multi platform Products for both B2B and B2C in improving the Usability.
- Business impact created: Improved the Process latency by 10x-->x.
- Redefining the much-required user experience to existing product to meet the customers empathy.

June 2015 – Sep 2016 Hyderabad



SharePoint Administrator  
Wipro Ltd

- Worked in a team for one of biggest banking client (CITI BANK) in migrating Customers Share point sites on-prim server migration process using assisted migration process.

Jan 2014 – Jun 2015 Vizag



UI Designer  
FreeLancer

- Worked as an individual contributor on the UX & UI designs for client product features, High fidelity prototyping, Interviewing, personas, scenarios, sitemaps, sketching, specifications, user research, user flows, usability testing, wireframes.

## Education



JNTU Kakinada

Bachelor of Technology in Computer Science  
2010 – 2014

## Skills

Design

Tools & Front-end

User Experience

Design System

Figma

- Sketch
- Prototipe
- Invision

Web Design

Mobile Design

Zeplin

Adobe Creative Suite

Wireframing

Prototyping

Testing

HTML

CSS