Gopala Krishna Reddy Dukka
UX Manager

Contact
(678) - 893- 2878

Email
dukka.cua@gmail.com

Education
B.E in Computer Science & Technology

Certifications

Portfolio

Case studies & Visual Designs
https://hi-dukka.github.io/Design/

Dribbble
stagontherocks

Skills

User research   User Interviews   Personas

Information Architecture   Competitive Analysis

Heuristic Analysis   Task Flows   Wireframes

Visual design   Usability Testing

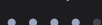Prototyping   Interaction design

Motion Design

Tools

Figma
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Sketch
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Locofy
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Miro
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Adobe Creative Cloud
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Summary

As an certified User Experience Designer with 16 years of industry expertise, successfully created user-friendly and visually captivating interfaces for both web and mobile applications. My experience includes user research, wireframes, prototypes, and collaborating with cross-functional teams. I am highly skilled in crafting engaging designs that cater to the needs of clients and end-users.

Apart from my technical abilities, I possess a solid comprehension of present design patterns and the best practices in the industry. I keep myself updated with the most recent design tools and technologies, enabling me to produce innovative designs that are visually appealing and practical. With a strong inclination towards problem-solving and a dedication to providing outstanding user experiences, I am confident in my capability to contribute to any UX design venture. My diverse range of skills, meticulousness, and fervor for user-centered design make me an exemplary candidate for any UX designer position.

Experience

Subaru of New England, USA
UX Consultant • Jan2024 - Till Date

- Review the existing legacy applications, identify the personas that utilize these applications, conduct user interviews with stakeholders to gather business information, do observational studies to understand how users interact with application, create user journey maps, process flows for business analyst and wireframes to share ideas of optimization.

- Collaborate with off shore, transfer the business knowledge and make them understand the requirements and ensure that they are aligned with the onsite team. Brainstorm with offshore design team in identifying the design patterns that fit to the requirements and create a mood board for references.

- Created and deployed new design system based on sync fusion framework and ensure that both developers and designers are in sync.

- Plan & Conduct usability tests with the identified personas to measure the experience and validate the designs

Evoke Technologies, India
UX Manager • Jul 2019 - Jan 2024

- Lead user research initiatives for multiple projects, collaborating closely with product managers and designers to define research objectives and goals.

- Develop and communicate new strategies (Design2Code, UX Audit, Double Diamond) and guidelines to ensure consistent and effective design across multiple product lines.

- Make strategic and tactical UX decisions related to design and usability as well as features and functions. Also perform usability assessments and tests of interactive systems.

- For demonstrating exceptional leadership skills, consistently delivering high-quality design work and fostering a collaborative design culture within the team, recognised and promoted from Lead UX Designer to UX Manager, overseeing a team of UX designers and researchers.

- As part of my research and client engagement responsibilities, I had the privilege of visiting client sites both in Australia and the United States.

Shell Technology Center, USA
Senior Digital Designer • Aug 2018 - Jun 2019

- Partnered with product owners to identify business objectives and development factors. Associated with service designer's in creating research plans and assisted in conducting workshops, user interviews and usability tests.

- Created persona's, user journey maps, task flows and sketches. Designed and prototyped wire-frames for testing , created interfaces for both mobile & desktop and established a new visual style for the platform

- Conducted regular usability testing and incorporated feedback into design iterations.

Ernst & Young, USA
UX Consultant • Jun 2016 - Jun 2018

- Contributed to the development of user personas, user journeys, and information architecture.

- Conducted heuristic evaluations and expert reviews to identify usability issues and suggest improvements.

- Worked with scrum teams to provide interaction design deliverables, such as task flows, and wire-frames that communicate design ideas.

- Participate in product usability testing, analyzing data, and advising product owners on priority usability issues to be addressed.

- Develop and document guidelines for interaction design and patterns.

Hexagon AB, India
UX Consultant • Sep 2014 - Mar 2016

- Studied and audited Intergraph's (Hexagon Metrology) Smart Plant Fusion Product Created user experience briefs, site maps, concept diagrams, user scenarios, user-flows, wire-frames, visual comps and both rapid lo-fi and detailed high-fidelity interactive prototypes.

- Created a style guide with new components, color palettes, themes, and custom iconography. Analyzed customer-related research to better inform user stories, priorities and solutions.

- Ensured that the product is delivered on time and with a consistent, user-driven design. Provided insights on where user needs are not being met at the feature level.

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Cognizant // Microsoft, India
Associate • May 2012 - Aug 2014

- Collaborated with Visio team in defining visual guidelines for developing & designing new shapes for the following stencils - Office Layout, Home Plan, Floor Plan and Basic Electrical. Supported development and testing team in making them understand the guidelines and complexity of the shapes.

- Designed sample diagrams for various subjects collaboratively with subject matter expertise. Work collaboratively with project managers in creating and enhancing the decks for presentations.

- Worked closely with research, stakeholders, product managers, and developers to ship user-centric, pixel perfect shapes

Pyramid SoftSol, India
Senior UI Designer • Apr 2011 - Apr 2012

- Leading the UI/UX design process for multiple projects, collaborating with cross-functional teams to define project goals, user requirements, and design solutions.

- Regularly conducted competitive analysis and stayed up-to-date with industry trends to inform design decisions and deliver innovative solutions.

Pixelloid, India
Motion Graphic Designer • Nov 2010 - Mar 2011

- Assist and collaborate with the motion graphics team in ideating, conceptualization brainstorming and designed motion graphics content for feature films.

Gaian Solutions, India
Senior Visual & Interaction Designer • Nov 2006 - Dec 2008

- Covering a number of different disciplines ranging from the initial stage of proposal preparation, through to the coordination of software development life cycle activities including requirements gathering and documentation, interface design and prototyp- ing, implementation.

- Executed design and development of more than 30 IPTV applications and product Web sites and to ensure quality, reliability and accuracy of deliverable, all applications are closely managed and adhere to industry standard and best practices.

- Designed a collection of high-fidelity wire-frames describing the content, behaviour, and interaction scenarios of the application interface and interactive mock-ups to capture the whole user interface experience of the application with a focus on the visual design elements of the application.

- Collaborated with other UI designers where overlap between product areas and features naturally occurred and also responsible for design execution of a pilot usability study, including data collection and analysis, to address user interface and navigation issues.

SandSoft, India
Web Designer • JUN 2005 - OCT 2006

- Designed static and animated web sites, annual reports, brochures and provided photo editing and various graphic design services.

Achievements

- Received "Achiever of the Quarter - Q1, 2023" in 2023. One of the prestigious award in the company for strong UX ownership and showcasing stellar productivity.

- Based on the performance promoted for 'Lead' to 'Manager' in 2022.

- Promoted to "Associate" in 2014 for best performance.