

Murali Undavalli

Sr Product Designer

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Results-driven UI/UX designer with 8 years of experience in creating intuitive digital experiences through User Centered Design.

Experience

Sr Product Designer at Team Purple Nest Studios

Jan 2022 - Present | Hyderabad

Led a team of 12, overseeing recruitment, team growth, and creative marketing strategies. Managed client relationships, guiding the design team to deliver high-quality work and driving digital marketing efforts to generate leads. Successfully led 50+ projects across real estate, education, healthcare, and food industries.

Sr UI/ UX Designer at Outline Media

Nov 2020 - Dec 2021 | Hyderabad

Presented design concepts and prototypes to stakeholders, highlighting the value of proposed solutions. Led user-centric UX/UI design for client websites, optimizing functionality and aesthetics for an enhanced user experience. Applied responsive design principles to ensure seamless usability across desktop and mobile platforms.

Sr UI/ UX Designer at Game Marketing Genie

Aug 2020 - Oct 2020 | Remote

Led the creation of comprehensive branding guidelines for a new product, ensuring a cohesive and impactful visual identity. Spearheaded UX/UI design for a user-centric website, optimising both functionality and aesthetics to improve overall user experience and engagement.

UI/ UX Designer at Outline Media

Nov 2019 - Jul 2020 | Hyderabad

Collaborated with stakeholders to develop information architecture and create wireframes and prototypes. Worked cross-functionally to define product requirements and align the product roadmap with both user needs and business goals.

UI/ UX Designer at Gaian Solutions India PVT. LTD.

Aug 2019 - Nov 2019 | Hyderabad

Collaborated with product owners to gather and analyze user requirements. Delivered wireframes and high-fidelity mockups, enhancing the user experience for a weather broadcasting app connecting paramedics and disaster management teams, ensuring intuitive and efficient design.

UI/ UX Designer at Yupp Tv India PVT. LTD.

Oct 2016 - Aug 2019 | Hyderabad

Developed brand guidelines for YuppTV, ensuring consistency across TV, mobile apps, and websites. Led UI/UX design for multiple OTT clients, including Aastha TV, Viusasa, Wassa, Mobitel, YuppFlix, TeleUP, and USTV Now, enhancing user experience across platforms. Collaborated with cross-functional teams to align designs with business objectives and improve usability.

Education

JNAFAU (Jawaharlal Nehru Architecture and Fine Arts University)

2012 - 2016 | Hyderabad

BFA in Applied Arts

Tools

Adobe XD

Figma

Photoshop

Illustrator

Miro

Skills

Design Thinking

User Centered Design

Persona Development

Competetior Analysis

Heuristic Evaluation

Problem Solving

UI/UX Design

Responsive Design

Micro Interactions

Wire framing

Prototyping

Design systems

User Research

A/B testing

Usability testing

Interests

Gaming

Cooking

Writing