

Gurudeep Rajulapudi

SENIOR PRODUCT DESIGNER

Profile

Experienced Product Designer with 8+ years in crafting exceptional digital experiences. My design philosophy centers on users, and I specialize in user research, wire-framing, UI design, collaboration, and usability testing. I thrive on simplifying complex problems into elegant solutions, ensuring products meet user expectations and maintain brand consistency.

Employment History

UX/UI Design Lead, Linkfields Innovations (Pty) Ltd, Hyderabad

NOVEMBER 2023 – PRESENT

As a Senior Product Designer for Assupol Insurance, I played a pivotal role in building various digital products, including the Future State Face2Face Application, an offline mobile app, a Client Portal, and an Admin Console.

My responsibilities included:

- **Future State Face2Face Application:** Led the design and development of a customer-facing application to enhance user interactions and streamline service delivery.
- **Offline Mobile App:** Created an offline-capable mobile app to ensure a seamless user experience even without internet connectivity.
- **Client Portal:** Designed an intuitive and user-friendly client portal for policyholders to manage their accounts and access services.
- **Admin Console:** Developed an efficient admin console to facilitate internal operations and improve workflow management.

Throughout these projects, I collaborated closely with cross-functional teams, conducted user research, created wireframes and prototypes, and ensured that all designs aligned with Assupol's branding and usability standards.

Product Designer, Telus International, Bengaluru

AUGUST 2021 – SEPTEMBER 2023

Working closely with cross-functional teams, including product managers, developers, and stakeholders, to ensure the design vision is effectively communicated and implemented. Designed and validated workflows and interfaces through iterations, collaborating with multiple roles to drive alignment.

TELUS Connect Project: The TELUS Connect app helps users set up and configure their new TELUS equipment and services. It provides detailed information and troubleshooting tips for Optik TV and Internet equipment and services.

Sr. UX/UI Designer, Linkfields Innovations (Pty) Ltd, Hyderabad

DECEMBER 2019 – AUGUST 2021

As a Senior Designer, create and implement design strategies for branding and product design. Refine design directions and finalize details. Plan and organize deliverables. Collaborate with cross-functional teams, ensure design consistency

UX/UI Designer, JaiiHo Labs Pvt Ltd, Hyderabad, Hyderabad

JANUARY 2019 – DECEMBER 2019

Developed intuitive, usable, and engaging interactions and visual designs for JaiiHo application. Provided strategic thinking and leadership. Collaborated with cross-functional teams throughout the design process

Details

201, Harsha Homes, CBI Colony,
Kavuri Hills,
Hyderabad, 500081
India
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Links

[Portfolio](#)

[LinkedIn](#)

Skills

Problem Solving

Design Thinking

UX Methodologies

User Interviews

Journey Mapping

User Experience

Wireframing

Prototyping

Tools

Figma

FigJam

Sketch

Adobe Creative Suite

InVision

Google Tools

Key Attributes and Qualities

Optimistic & Sociable

Determined & Keen

Enthusiastic about learning

Receptive

Resourceful

Innovative

UX Researcher, Innova Solutions (formerly ACS Solutions), Hyderabad

OCTOBER 2017 – DECEMBER 2018

As a UX Researcher, I specialize in understanding user needs and behaviors through methods such as ethnography, persona development, and usability testing. My role involves conducting, analyzing, and reporting on user-centered design research to enhance the overall user experience of our digital products.

UX Designer, Rentomojo, Bengaluru

SEPTEMBER 2016 – OCTOBER 2017

Assisting in creating low-fidelity wireframes and interactive prototypes to visualize and validate design concepts and user flows before moving to high-fidelity designs. Collaborating with the UX/UI team to create high-fidelity mockups and visual designs that align with the project's branding and design guidelines.

Education

MBA, RIMS JNTU-K UNIVERSITY, KAKINADA

SEPTEMBER 2013 – JUNE 2015

Courses

Google UX Design Specialization, Coursera

Design Thinking, Infosys Springboard

User Experience Design, Leapfrog Multimedia

Extra-curricular activities

Storytelling Workshop for Children, Bhoomika Theatre Group, Hyderabad

Bhoomika has experienced personnel who can conduct theatre workshops with children. We have worked with many schools and NGOs in this area. These workshops involve group activities and games that are sensitive to the child's personality and behavior.

At Bhoomika, we specially create plays for children of different age groups, addressing their concerns and questions. These professionally mounted plays are designed to be interactive with the children and can be staged in any space, without the need for a well-equipped stage. Most importantly, the children have a lot of fun watching them. We specialize in engaging children with interactive storytelling sessions with live sound effects.

Why spend time reading resume when you can talk for 10 mins and know about how I can add value to your company.

Email me to schedule a call right away.

gurudeepz@gmail.com