

RAVURI GOWTHAM

UI/UX DESIGNER • PRODUCT DESIGNER • UX RESEARCH • INTERACTION DESIGN

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PROFESSIONAL SUMMARY

UI/UX Designer with a strong foundation in banking operations and customer experience. Pursued UI/UX Design training at GrowthSchool (completed 2020) out of personal interest while still working in banking, then transitioned into product design full-time after five years in banking to build user-centered web and mobile experiences. Experienced in UX research, wireframing, prototyping, interaction design, design systems, usability testing, and developer handoff.

CORE SKILLS

UX Design, UI Design, Interaction Design, Design Systems, User Research, Wireframing & Prototyping, Usability Testing, Heuristic Evaluation, Accessibility (WCAG 2.1), Agile & Scrum, Information Architecture, Design Thinking, Visual Design, Mobile & Web App Design, A/B Testing, Stakeholder Management, Developer Handoff

TOOLS & SOFTWARE

Figma, Adobe XD, Photoshop, Illustrator, After Effects, Premiere Pro, Zeplin, Blender, AutoCAD, SketchUp, Procreate, Microsoft Office, Stable Diffusion

PROGRAMMING & TECHNICAL SKILLS

HTML, CSS, JavaScript, Python, SQL, Pine Script

PROFESSIONAL EXPERIENCE

Freelance UI/UX Designer

2025 – Present

Self-Employed | Remote

- Design websites, mobile apps, design systems, and branding for startups and businesses, including RRR PG Hostel, IKnowGrowth, and multiple café websites.
- Conduct UX research, wireframing, and prototyping to translate client requirements into user-centered interfaces.
- Delivered a personal portfolio website and a Quick Commerce UX case study, covering research through developer handoff.
- Manage the end-to-end design process independently, from client discovery to final delivery and developer handoff.

Senior Product Designer (Contract)

Aug 2024 – Apr 2025

DMA Associates — US-based Analytics Consulting Firm | Newtown, USA

- Designed internal analytics tools for banking and finance operations.
- Reduced report generation time by 30% through improved UI workflows.
- Maintained a centralized design system with WCAG 2.1 compliance.
- Collaborated with developers, PMs, and QA in agile sprints.

Product Designer

Oct 2023 – Aug 2024

Kofluence Tech — Influencer Marketing SaaS | Hyderabad, India

- Led complete redesign of campaign and analytics dashboards.
- Reduced bounce rate by 27% and improved feature adoption by 15%.
- Introduced heuristic evaluation templates and UX testing processes.
- Conducted user interviews, mapped personas, and improved onboarding.

Visual Designer

May 2023 – Oct 2023

Big B Group LLP — Gaming & Lifestyle Company | Goa, India

- Designed mobile-optimized landing pages and campaign creatives.
- Ran A/B tests improving homepage conversion by 4%.
- Created consistent visual identity across product lines.

UX/UI Designer

Aug 2022 – Apr 2023

Career Cheq — Hiring & Career Development Platform | Hyderabad, India

- Redesigned application flow, increasing job form completion by 35%.
- Developed journey maps, wireframes, and prototypes in Figma.
- Used UX writing and IA to streamline multi-step processes.

Banking Professional

2017 – 2022

Banking Sector | India

- Managed customer relationships, banking operations, and loan processing across daily branch activities.
- Ensured compliance and accurate documentation across sales and operational workflows.
- Built strong analytical and problem-solving skills through direct customer-facing operations, later applied to user-centered design work.
- Pursued UI/UX Design training at GrowthSchool on the side out of personal interest, completing the program in 2020 while still working full-time in banking.

EDUCATION

Bachelor of Technology (B.Tech) — Distinction

2017

SRM University, Chennai | India

CERTIFICATION

- Professional UI/UX Design Program — GrowthSchool, completed 2020 (pursued alongside banking career)
- ChatGPT Mastery — World Technocon, in association with Tinkerer's Lab, IIT Hyderabad (March 2025)
- Ethical Hacking and Cyber Security — World Technocon, in association with Tinkerer's Lab, IIT Hyderabad (March 2025)

LANGUAGES

English, Telugu, Hindi

STRENGTHS

Problem Solving, Analytical Thinking, User-Centered Design, Collaboration, Communication, Attention to Detail, Time Management