



HELLO, MY NAME IS SAMPATH VADLAPUDI

UI UX DESIGNER

PROFILE

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PROFESSIONAL SUMMARY

UX Lead and Product Designer with 12+ years of experience in creating user-centric digital products for web and mobile platforms. Experienced in driving product vision, research, and end-to-end design execution. Skilled in user research, wireframing, prototyping, and design systems, with a proven record of improving user engagement, retention, and satisfaction. Adept at collaborating with cross-functional teams to deliver intuitive and scalable solutions that align user needs with business goals. Currently focused on leading product design initiatives that drive innovation and measurable impact.

PRODUCT & UX SKILLS

- Product Thinking | Design Strategy | User Research & Interviews
- Information Architecture | Wireframing & Prototyping | Usability Testing
- Interaction Design | Design Systems | Responsive & Mobile Design

DESIGN TOOLS



- Branding & Visual Design | HTML, CSS, Bootstrap | Agile Collaboration

ADDITIONAL SKILLS

WORK EXPERIENCE

JAN 2020 - TODAY *UX Lead* **Vayatronics PVT LTD**

Roles & Responsibilities:

- Lead end-to-end design process for B2B web & mobile solutions.
- Translate business requirements into user flows, wireframes, and scalable design systems.
- Collaborate with product managers, developers, and stakeholders on product roadmaps.
- Conduct usability testing and iterative improvements.

Key Achievements:

- Led the redesign of B2B platforms, which made navigation smoother and brought down the bounce rate.
- Built and rolled out a design system that made developer handoffs faster and cleaner, cutting rework and saving about 20% of development time.
- Conducted usability testing sessions with real users, and the insights from those tests helped improve workflows.

SEP 2016 - DEC 2019 *Sr. UI Designer* **Soulstice Software Solutions**

Roles & Responsibilities:

- Designed high-fidelity UI mockups and interactive prototypes.
- Built digital assets for marketing, web, and campaign collateral.
- Worked with developers to ensure design consistency.

Key Achievements:

- Delivered designs for 5+ product launches, accelerating go-to-market.
 - Enhanced digital campaigns with stronger visuals and layouts, which boosted user engagement.
 - Worked closely with stakeholders through workshops, making sure business goals and design direction were better aligned.
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WORK EXPERIENCE

APR 2016 - SEP 2016 *UI Designer* **Cylsys Software Solutions**

Roles & Responsibilities:

- Designed and prototyped features for core product lines.
- Partnered with engineering to ensure pixel-perfect execution.

Key Achievements:

- Used rapid prototyping to speed up design iterations, which helped cut release cycles by about 15%.
- Introduced small process improvements in the workflow that made the team more productive and efficient.

SEP 2013 - DEC 2015 *Web Designer* **Wireframe Software Solutions**

Roles & Responsibilities:

- Designed and maintained websites with branding alignment.
- Implemented CMS-driven websites and optimised usability.

Key Achievements:

- Improved usability and site performance, leading to higher customer satisfaction scores.
 - Established visual guidelines for consistent branding across products.
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EDUCATION

SEP 2008 - APR 2012 **PRRM Engineering College**

Electronics and Communication Engineering

CERTIFICATIONS

Human Computer Interaction (*The Interaction Design Foundation*)

Foundations of User Experience (*Coursera by Google*)
