Portfolio Website: [Home | My Site (navaneethmadugula.com)](https://www.navaneethmadugula.com/)

BACKGROUND

EXPERIENCE SNAPSHOT

INDUSTRY EXPERTISE

Design efficient and intuitive user interfaces for web and mobile applications while continuing to learn and expand my knowledge of emerging web technologies.

TECHNICAL SPECIALIZATIONS

* **Web/Mobile** 
  + Graphical User Interfaces
  + Prototyping/Wireframing
  + Visualization
  + Iconography
* **Branding/Print/Marketing**
  + Layout Design
  + Conceptualization
  + Brand Communication
  + E-Mailers
  + Illustrations
  + Graphic design
  + Information Design
  + Storyboards
  + Drawings

# SOFTWARE SKILLS

* **Web & Graphic Designing Tools**
  + Photoshop
  + Illustrator
  + Corel Draw
* **Wireframing/ Prototyping Tools**
  + Adobe XD­­­
  + Figma
  + Sketch
  + Balsamiq
* **Video Editing Tools**
  + Adobe Premiere
* **Presentation Tools**
  + keynote
  + Microsoft Office Tools
* **OS Platforms**
  + Mac
  + Windows

As a Senior Visual Designer with over six years of experience, I have a keen understanding of the complete design process, from conceptualization to delivery. I work well in collaborative environments with cross-disciplinary teams to deliver iterative design solutions.

My work includes graphics for both web and print media, such as mobile and web applications, e-mailers, newsletters, annual reports, marketing brochures, and meeting and presentation materials.

Additionally, I make it a point to stay up-to-date with the latest design trends and technologies so that I can share my knowledge with others in a creative and fun way.

Creating interfaces and graphics that meet user expectations is always my top priority. I have the skills and experience necessary to take on projects from start to finish. I have a track record of success and I am confident that I can help improve the overall experience for your end users.

CGI EXPERIENCE

**VISUAL DESIGNER (UI/UX) | DEC 2017 – Feb 2020 | CGI, BANGALORE**

**PROJECTS:**

1. NJOYN (ERP, Applicant Tracking System)
2. Digital Adviser (Online Wealth Management Service Application)
3. Investment Club (A Gamified Application)
4. Estimation Environment (Project Estimation Tool)
5. FX Authorization Mobile App (POC)
6. Insurance Claim Mobile App (POC)
7. Leadership Connect Mobile Web App (Internal POC)
8. CGI Innovation Centre Web App (Internal POC)

**RESPONSIBILITIES:**

* Design elegant and delightful experiences that deliver high value to our users
* Ensure the layout design, composition for products and product features is exposed in a clear and consistent manner
* Contribute feedback to other disciplines on the team when required
* Deliver interactions and flows that extend existing design patterns
* Identify and articulate new design patterns suitable to the product
* Assist in the production of guides, vision demos, and prototypes which establish and drive product-wide concepts, brand narratives, and experience value propositions
* Work closely and iteratively with developers to ensure design accuracy and consistency

OTHER EXPERIENCE

**UI/UX VISUAL DESIGNER | NOV 2015 – JUNE 2017 | MSUPPLY ECOMMERCE INDIA PVT.LTD, BANGALORE**

* Creating graphical user interfaces for web and mobile
* Worked collaboratively alongside developers to assist with implementation in web development
* Successfully translated subject matter into concrete design for newsletters, promotional materials and sales collateral
* Created design theme and graphics for product marketing and brand communication design
* Support style development guides, on-boarding quick start guide docs, help videos, logos, etc.

**RETAIL DESIGNER | JULY 2014 – MAY 2015 | TESCO, BANGALORE**

* Understand the design and branding principles of Tesco for various retail elements of different sizes of stores
* Design the internal, external elevations and signage’s of the store according to Tesco standards
* Collaborate and communicate across Tesco UK and Tesco Bangalore to deliver and publish high quality design documents

**FREELANCE ARTIST, DESIGNER & ART DIRECTOR | 2012 – 2014 | DELHI**

* Graphic Design, Illustrations, Drawings, Paintings, Storyboarding and Movie Art Direction

**VISUAL DESIGNER | JUNE 2011 – AUG 2012 | COGNIZANT, HYDERABAD**

* Work effectively with small teams in order to complete projects on time
* Understanding different users, proposing the suitable UI elements for web, mobile and data rich dashboard applications
* Create internal campaigns for the HR department that include Identity, Logo & Icons design, Posters, Handouts, Calendar, Mailers, and Newsletters

EDUCATION

* MFA (Visual Arts) | 2009 - 2011 | University of Hyderabad, Hyderabad
* BFA (Visual Arts) | 2003 - 2007 | Potti Sriramulu Telugu University, Hyderabad

TRAINING AND CERTIFICATIONS

* Drawing T.T.C | 2003 | Board of Technical Education, Andhra Pradesh