Venkata Kavuri
Designer. Developer.

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Bachelor of Computer Applications (BCA) from Andhra University at GITAM College 2004

PORTFOLIO WEBSITE
https://vkavuri.com/

About me: My name is Venkata Kavuri, a UX Consultant with 15+ years of experience in human-centered design. I strive to solve user problems with strong visual design skills and web development, specializing in building Design Systems, Responsive websites, and mobile apps. I create clean, functional interfaces for the web and mobile. In my design practice, my goal is to align the needs of the business with those of its customers and users. I have 7+ years of UI Developer experience with HTML5/CSS3 skills to assist the technical team in design implementation.

Discovering the UX World: I was enchanted by my mother's crafts. Her talent for customizing to individual needs sparked my curiosity. In college, I created custom crafts for friends, blending computer skills and creativity. Discovering Photoshop ignited a passion that led me to a career in User Experience Design, bringing me to the USA where I now craft digital experiences.
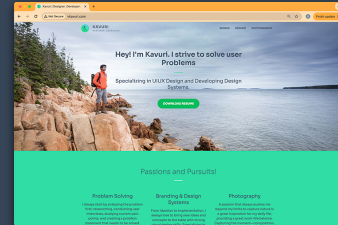
MY SKILLSET

Sketch · Figma · Adobe XD · Axure RP · Photoshop · Adobe CS · UX Research · A/B Testing

Miro / Invision · Visual Design · User Interface Design · Mobile Interface Design · Design Thinking · Logo Design

Wireframes · Prototyping · Journey Mapping · Material Design · HTML5/CSS3 · WCAG 2.1 · Bootstrap · JavaScript

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UX CONSULTANT - SEP 2022 TO JUN 2024, NEW YORK CITY (**2 Years**)

Metropolitan Transport Authority

CASE STUDY
https://www.vkavuri.com/casestudy_traintime.html

Projects: **TrainTime iOS App, Salesforce Forms, WordPress, SharePoint**

The TrainTime iOS app improves commuting in New York. Key features are **Active Trip**, **Go Mode**, **Accessibility**, and **MapBox** train route customization, for which high-level prototypes were created.

- Conduct user research, create insights, create user stories and build intuitive mobile app interfaces.
- Collaborate with developers, PO's, stakeholders to ensure successful implementation
- Test usability and incorporate feedback for iterative improvements
- Conduct market research and stay updated on design trends for continuous enhancement
- Work cross-functionally to communicate UI/UX vision, IA, and make informed decisions.
- Proficient in prototyping using industry tools like Figma, Miro, Sketch, Invision and Adobe XD
- Designed and developed responsive, adaptive websites using HTML5 and CSS3, ensuring WCAG 2.1 accessibility compliance.

UX CONSULTANT - DEC 2019 TO SEP 2022, NEW YORK CITY (**3 Years**)

Department of Social Services NYC

CASE STUDY
https://www.vkavuri.com/casestudy_Its-Wiki.html

Projects: **StreetSmart, Cares, Homes**

- Raise awareness and educate teams on Design Thinking methodologies, UX standards, and best practices
- Suggest research and testing methods and integrate with research team to obtain specific data and testing results for products UX is designing
- Collaborate closely with fellow designers, product managers, engineers, and marketers to drive product visions, strategize, define the product roadmap, and create design concepts in Miro, Mural & Invision.
- Work with cross-functional teams and developing a comprehensive set of design guidelines

- Design and develop the Angular Material UI library. Create responsive, adaptive websites using HTML5 and CSS3, adhering to WCAG 2. 1 accessibility standards.

Infosys **UX CONSULTANT** - DEC 2011 TO DEC 2019 (8+ **Years**)

As an Infosys full time employee, I crafted client proposals, developed proofs of concept, led a UX design team, and provided UX expertise across projects. Over 8+ years, I worked on-site in Australia and the USA, gaining experience in **Banking**, **Finance**, **Insurance**, **Airlines, Telecom**, **Retail**, **Healthcare**, and the **Public sector.** Key projects and clients included:

Travelers UX Lead

Projects: **Commercial Customer Journey, Business Insurance, Claims, RiskControl**
- Encompasses mapping out the customer's journey from initial awareness or consideration of business insurance products through the purchasing process and potentially extending to post-purchase support.
- Plan and execute various user research activities, including interviews, usability testing, and surveys.
- Create Insights of qualitative and quantitative research to improve customer experience
- Collaborate closely with the team to develop journey maps, personas, IA and service blueprints.
- Proposed new ideas, and a Wishlist of key features: seamless registration, one-click product/service addition, and one welcome kit for paperless onboarding.
- Conducting design workshops, sketching sessions to create a future customer journey experience map
- Identify design problems and devise elegant solutions using Axure RP, Sketch, Invision.
- Creating fast, low fidelity prototyping to develop a runway for future implementation

Dept. Of Health Australia

Interviewed stakeholders to understand the employee day-to-day activities. Streamlining their information architecture and proposed visual concepts and style guide for the intranet portal.

Dicks Sporting Group

A comprehensive approach was undertaken to enhance the online shopping user journey experience. The key steps involved were Competitor research, Creation of low-fidelity wireframes, Competitive benchmarking End-to-end design for the online shopping.

Pragam Technologies - **UI Lead** - Oct 2008 to Jul 2011
Responsible for end-to-end design concept sketches, user flows, prototypes, visual design, and website development.

Virtusa Corporation - **UI Consultant** - Feb 2006 to Oct 2008
UI Consultant - Client worked for **CISCO** Design and developed webpages in CMS (TeamSite) for Cisco's internal and external websites. Provide brand experience design expertise encompassing design strategy to ensure quality brand experience for clients.

OSI Technologies - **Sr. Web Developer** - Dec 2004 to Feb 2006
Sr. Web Developer - Provide graphic design expertise for emails and newsletters. Create email templates, ensuring compatibility across all email clients, and validate spam scores for email campaigns.

Founder | UX Lead
Zeosnap

A Passion project that discovers breathtaking photography locations with a user-friendly mobile and web app featuring a navigation guide for seamless travel and photo opportunities.
- Extensive market research identified user needs, popular travel apps, and emerging trends.
- Wireframes prioritized intuitive navigation and a smooth user experience.
- In collaboration with developers and users, critical features were defined for the MVP to meet the needs of photography enthusiasts and travelers.
- Creating fast, low fidelity prototyping to develop a runway for future implementation
- Maintain and update the GitHub repository, ensuring code quality and version control
- Develop HTML, CSS & JavaScript working in Bootstrap framework.