

Shashikanth Akula

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My Design Experience:

A Senior User Experience Designer with a proven track record in crafting intuitive and impactful digital experiences. With hands-on expertise in UX design, user research, usability testing, and front-end technologies, I have played key roles in bridging the gap between users, business, and technology to deliver solutions that align with business goals and user needs.

Over my career, I've collaborated with Fortune 500 companies and startups, designing for diverse industries like retail, finance, pharmaceuticals, and technology. My experience includes modernizing legacy systems and designing scalable, future-proof solutions, ensuring smooth transitions while preserving usability and enhancing functionality. I specialize in turning complex challenges into seamless, user-friendly solutions, with designs that I can personally convert into 100% accurate front-end code using HTML, CSS, and modern frameworks.

Whether leading a team, managing cross-functional collaboration, or diving into solo projects, I thrive on creating meaningful products that make a difference. I'm passionate about exploring emerging technologies and continuously refining my craft to enhance user experiences.

Exp. Roles :User Experience Designer, User Interface Designer, Interaction Designer, Front-End Designer, Graphic Designer

Technical Skills:

Design Process:

Understand: Gain deep insights into user needs and the context of use.,

Define: Specify user and business requirements to align goals.

Create: Develop innovative design solutions that address challenges.

Evaluate: Assess effectiveness through iterative testing and feedback.

Research, Design and Prototype:

- Experienced in using tools such as Figjam, Miro, and Mural for conducting user research and gathering insights.
- Proficient in designing user interfaces and experiences that are both visually appealing and user-friendly.
- Skilled in creating interactive prototypes to test and refine design concepts, utilizing Figma's robust prototyping features.
- Extensive experience using Figma for design, prototyping, and collaboration, with a strong understanding of design systems and best practices.
- Collaborated effectively with cross-functional teams and stakeholders within Figma to gather feedback and ensure design consistency.
- Experienced in conducting usability tests and gathering user feedback to improve the overall user experience.
- Familiar with a range of other design and prototyping tools, including Adobe XD, InVision, PowerPoint, Sketch, Axure, JustInMind, and Pinegrow.

Design Deliverables:

Heuristic Evaluation, Information Architecture, User Workflows, Personas, Sitemaps, User Journey, Interactive Lo-Fi concepts and Hi-Fidelity Wireframe Prototype, Usability Testing, A/B testing, Build/branch of Design System for Design handoff.

Domain Knowledge:

Retail Finance, Pharmaceutical, Mortgage, Banking, Energy, FMCG, Information Technology, Manufacturing, Transportation, and Travel.

Project Management:

Agile and Waterfall.

Hands-on Front-End Coding:

HTML5, HTML, XHTML, DHTML, CSS2, CSS3, Bootstrap, Tailwind, Flexbox and JavaScript.

Delivered Designs:

SharePoint, Power BI, React, Angular, Vue, .Net, Java, SAP UI5, and Salesforce.

CMS Working Knowledge:

EPI Server, Umbraco, WordPress, WebFlow, Elementor

Education: Bachelor of Commerce in 2014 (Sri Venkateswara University Tirupati, Andhra Pradesh)

Technical Certificates:

- Human Factors International Courses - CUA - Certificate of Completion
User-Centered Analysis and Conceptual Design, The Science and Art of Effective Web and Application Design, Practical Usability Testing, Putting Research into Practice
- Enterprise Design Thinking Practitioner (IBM)
- LinkedIn: Completed Learning Course: Good Design Drives Business | Figma for UX Design | UX Design: Overview | UX Design: Ideation | Prog. Foundations: Fundamentals | Bootstrap 4.0 Essentials | Accessibility for Web Design
- Diploma in Multimedia Flash & 3D Max

Work Experience:**Walmart Inc****February 2023 - August 2024****UX Designer**

- Create UX briefs that align user needs and business goals, defining key performance indicators (KPIs) to measure success effectively.
- Employ design principles centered on user needs to enhance the effectiveness of the financial data analytics team and improve accuracy in signaling financial outcomes.
- Facilitate team sessions and workshops to unify goals, ignite new ideas, and leverage everyone's creative strengths.
- Engage with users to test our ideas, using feedback to refine the product and enhance user-friendliness.
- Develop lo-fi prototypes to test new features early in the design process, ensuring they meet user requirements and align with business objectives.
- Maintain and enhance organization design system, ensuring tools and elements are consistent, scalable, and adaptable across different platforms.
- Collaborate with cross-functional teams to balance technical requirements with user needs, integrating feedback to continuously improve our designs.
- Manage the final design handoff process, ensuring all specifications are clear and precise to facilitate accurate implementation and maintain design integrity.

Otsuka America Pharmaceutical Inc**October 2022 - December 2022****UI / UX Designer****Contract : RAKS GROUP LLC**

- Created intuitive dashboards for patients and caregivers, ensuring seamless access to drug usage data and analytics.
- Worked closely with data scientists and technology teams to design user interfaces that made complex data accessible and actionable.

- Developed high-fidelity mockups and interactive prototypes using Adobe XD to communicate design solutions effectively.
- Delivered detailed design specifications for Power BI and Tableau development teams, ensuring smooth implementation of the designs.
- Collaborated with the Central UX team to integrate Otsuka's corporate design system, maintaining consistency across digital platforms.
- Applied human-centered design principles to create interfaces that addressed user pain points and enhanced overall usability.
- Collected stakeholder feedback to refine and optimize designs for enhanced user experience and alignment with business objectives.

Caliber Home loans

July 2020 – September 2022

UI / UX Designer - Digital Marketing Team (Irving, TX)

(Started on Contract to hire by Consolidate Analytics Jan 2020 – Jun 2020)

- Work with business, product manager, technology, and graphic teams
- Creation of documentation such as user flows,
- Design high-fidelity mockups using XD
- Coordinate with creative teams for content and design assets.
- Create and maintain content all 6 sites on daily basis using EPIServer CMS and Umbraco CMS
- Design marketing campaign landing pages
- Covert mockups for dev teams using bootstrap framework
- Create Email marketing templates in Salesforce/AMP
- Work with Central UX team for design system integration corporate -wide

Work Experience (India):

CGI

June 2015 - November 2015

Lead UX Analyst (Hyderabad, India)

- Conducted heuristic evaluations to identify usability issues and propose actionable improvements.
- Facilitated design reviews with stakeholders, providing clear rationale for design decisions and gathering feedback to refine solutions.
- Enhanced user workflows and improved application performance through intuitive interface design tailored to enterprise systems.
- Developed interactive prototypes using Axure to effectively communicate design concepts with stakeholders and development teams.
- Modernized legacy systems by designing user-centric interfaces that aligned with business requirements and technical constraints.
- Produced production-ready design templates and detailed documentation for seamless handoff to development teams.
- Collaborated with cross-functional teams to integrate custom design solutions into .NET-based projects, ensuring alignment with technical specifications.
- Implemented accessibility standards to ensure compliance and improve usability for diverse user groups.
- Delivered scalable UI components by adhering to established reusable design assets.

NTT DATA

August 2007 - June 2015

Sr. Graphic Designer/Associate Manager (Hyderabad, India)

Associate Manager (Lead UX/UI Designer)

- Participate in Presales in Request for Proposals (RFP's).
- Build POC Screen Flows mockups.
- Responsible to develop enhanced user workflows for key modules of the project.

- Produce production-ready design converted templates for development.
- Travel onsite for business knowledge transfer and requirement capturing session with clients.
- Work in various project teams across India offices and sometimes it required me to travel for short terms for project initiative and requirement understanding sessions.
- Worked on integrating custom theme design into SAP UI5, Salesforce, SharePoint and .net codebase projects.
- Conducted an internal training session on the UCD process as demanded by the client for the whole development teams in a specific business account.
- Worked on integrating Accessibility tag for screen reader support.
- Develop and maintain design wireframes, mock-ups, sitemap and UI specifications.
- Produce production-ready HTML/CSS/Minimal JavaScript interactivities.

Indecomm Global Services

August 2004 – August 2007

Associate Design Manager:

- Worked on eLearning Process Automation project.
- Research on existing eLearning process within the company projects.
- Captured unique player and template styles from major projects internally.
- Studied competitor eLearning market products and template styles.
- Studied the learning curve to use the new product with minimal training.
- Created authoring templates, Design Players and Templates.
- Designed high fidelity deliverables for technical team.
- Created Help simulations for all FAQ's.
- Customer feedback to improve future versions.
- Follow storyboard provided by Instruction Writers.
- Create doodles for the most scenario in the storyboard for quick writer's review.
- Identify common template types for the whole learning minutes of the courseware.
- Review Doodles and template styles with the client for sign-off along with storyline & characters.
- Create animation style and provide templates for team to create rest of content following approved style guide.
- Review the whole learning content minutes in reference to storyboard.
- Delivery all learning minutes for dev team for LMS player & assessment integration.
- Test the deployed course on the client LMS server with test profiles.

SBN India Pvt. Ltd.

April 28, 2003 – July 31,2004

Worked Sr. Design Lead

Magna Infotech Pvt. Ltd.

May 1, 2000 - April 25, 2003

Worked as Web Designer.

Vee Ads

October 1998 - April 2000

Worked as Graphic Designer.

Datapoint

April 1996 - September 1998

Worked as Intern.