

UPENDRA RANGOJU

hello@upendrarangoju.com | 99480 360 67 | [Portfolio](#) | [LinkedIn](#)

PROFILE

An **UX/UI Designer** with 12+ years of experience in designing user-centric websites, mobile apps, dashboards, and branding. Proficient in Figma, Adobe XD, Photoshop, Illustrator, After Effects, and Premiere Pro. Passionate about problem-solving, usability testing, and enhancing digital experiences.

PROFESSIONAL EXPERIENCE

Allstate India

09/2025 - Present | Bengaluru

Software Engineer Senior Consultant II

- Conduct **UX audits** and improve workflows for enterprise financial applications
- Analyse **user journeys** to reduce friction in complex processes
- Collaborate with stakeholders to define **UX strategies**
- Ensure compliance with **accessibility** and **design standards**

Skills: UX Design, UI Design, Prototyping, User Research, Usability Testing, Interaction Design, Information Architecture, Visual Design, Agile Methodology, Team Collaboration, Design Mentoring, Design Strategy.

Tools: Figma, Adobe XD, Photoshop, Illustrator, After Effects, Premiere Pro, Miro, Usability Testing, Microsoft Office Suite, Power Apps and SharePoint

HCL Technologies

02/2022 - 09/2025 | Bengaluru

Technical Lead (UX Design)

- Designed and developed enterprise-level applications including **HRM, LMS, IJP tools**, and an **intranet platform** for 35K-40K+ employees, ensuring intuitive interfaces and enhanced usability.
- Conducted in-depth **user research**, behavioural analysis, and usability testing to drive **employee-centric** design strategies, resulting in a **7% improvement in adoption rates**.
- Created and maintained **wireframes, user flows, design systems**, and **high-fidelity UI screens** for responsive web and mobile platforms.
- Developed **interactive prototypes** using **Adobe XD** and **Figma**.

Skills: UX Design, UI Design, Prototyping, User Research, Usability Testing, Interaction Design, Information Architecture, Visual Design, Agile Methodology, Team Collaboration, Design Mentoring, Design Strategy.

Tools: Figma, Adobe XD, Photoshop, Illustrator, After Effects, Premiere Pro, Miro, Usability Testing,

Microsoft Office Suite, Power Apps and SharePoint
Columbus Global Services India Pvt. Ltd.

06/2020 - 02/2022 | Hyderabad

Senior UX Designer

- Designed **corporate branding materials**, marketing campaigns, and communication assets to ensure brand consistency across channels.
- Created **interactive prototypes** and conducted **usability testing** to refine user experiences.
- Developed **marketing landing pages**, resulting in a **6.3% increase in click-through rates** by optimizing design and content.

Skills: Branding, Marketing Campaigns, User Experience Design, Prototyping, Usability Testing.

Tools: Figma, Adobe XD, Photoshop, Illustrator, Miro, Google Analytics, Microsoft Office Suite.

Luharia Technologies Pvt. Ltd.

12/2018 - 06/2020 | Hyderabad

UI and UX Designer – B2C, B2B

- Developed **UI/UX** for 4+ mobile and web applications, boosting user engagement.
- **Insurepay.in:** Increased **renewal and retention rates by 6%** through an improved interface.
- **Emperify:** Designed a **seamless web app ecosystem**, enhancing employee engagement.
- **LoanXchange:** Improved **loan processing efficiency** through a refined UI/UX.

Skills: UI Design, UX Design, User Research, Interaction Design, Mobile App Design, Web App Design, Usability Testing, Design Strategy, Cross-functional Collaboration, Engagement Optimization.

Tools: Adobe XD, Photoshop, Illustrator, Zeplin, Miro.

Medvarsity Online Ltd.

05/2018 - 12/2018 | Hyderabad

UI/UX Designer - Digital

- Redesigned **UI elements** for a **SaaS e-learning platform**, enhancing overall usability and UX.
- Improved **navigation** and streamlined workflows, making the platform more intuitive for users.
- Achieved **higher user engagement & reduced bounce rates** through these UI/UX improvements.

Skills: UI Design, UX Design, Interaction Design, Usability Testing, Design Strategy.

Tools: Adobe XD, Photoshop, Illustrator, After Effects, Premiere Pro

Eenadu Television Pvt. Ltd.

07/2017 - 06/2018 | Hyderabad

UI/UX Designer - Digital

- Designed UI/UX for ETV's OTT platform, improving user experience.
- Created interactive social media content, increasing engagement by 7.5%.

Skills: UI Design, UX Design, User Research, Web App Design, Usability Testing, Design Strategy.

Tools: Adobe Photoshop, Illustrator, After Effects, Premiere Pro

Arka Media Works Pvt. Ltd.

02/2013 - 06/2017 | Hyderabad

Senior Visual Designer

- Designed UI/UX for Releaseday.com, the first Telugu OTT platform, benefiting 50K+ users.
- Contributed to Baahubali's digital assets, including posters, trailers, and teasers.
- Conducted UX research for "Sword of Baahubali VR", engaging 8K+ fans via Comic-Con, IIT fests, and film festivals.

Skills: UI Design, UX Design, Usability Testing, Design Strategy, Engagement Optimization.

Tools: Adobe Photoshop, Illustrator, After Effects, Premiere Pro

EDUCATION

B.Tech E.C.E - Percentage:60.22%

6/2007 - 12/2011

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SKILLS

Core skills

UX Design, UI Design, Prototyping, User Research, Usability Testing, Interaction Design, Information Architecture, Visual Design, Agile Methodology, Team Collaboration, Design Mentoring, Design Strategy.

Tools

Figma, Figjam, ProtoPie, Adobe XD, Photoshop, Illustrator, After Effects, Premiere Pro, Zeplin, Miro

Additional Skills

HTML, CSS, JS, Power Apps, SharePoint, Framer, Webflow and Spline

Certifications

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- Google UX Design Professional Certificate – Google Career Certificates.
 - Fundamentals of Photography – Nikon School of Photography.