

Vykuntam Manuka

www.vykuntamux.com

vykuntamiacg@gmail.com

+91 9959 45 9900

INTRODUCTION



Extensive experience in the domain of UI, UX Design, and Analysis I strive to meet user needs and behaviours while balancing them with client business needs. My strengths are my creativity, bringing ideas to the table, putting myself in the user's shoes, and solving issues that at first seem impossible. I am seeking opportunities to engage with creative teams and look forward to an engaging role in user experience design.

PROFESSIONAL OVERVIEW

- 9+ Years of experience in UI , UX Design, User Research and Experience evaluations.
- Extensively worked on mobile design, web design, application design, e-commerce and B2B experiences.
- Extensive working knowledge of Figma, Sketch, Adobe XD, Invision, Balsamiq, Photoshop and Illustrator.
- Good analytical and problem-solving skills.
- Ability to perform user research techniques like user interviews, unmoderated user testing, and user experience evaluations.
- Ability to work towards building information architecture, user flows, journeys and maps.

SKILLS AND ABILITIES

Skill set	Product Design, User research and usability testing, Creating Personas, Design thinking, Wireframing, Prototyping, Visual/UI Design, Responsive Design, Mobile App Design, Agile methodologies.
Tools	Figma, Sketch, Adobe XD, Invision, Adobe creative suite, Balsamiq, Principle, Framer X, HTML, CSS.

PROFESSIONAL EXPERIENCE

Oct 2017 – Present

VALUELABS - Lead UX Designer | Hyderabad

PROJECTS

1. Inter IKEA systems

- Worked as a dedicated UX resource with one of the several component teams.
- I collaborate closely with the product owner, developers, researchers, and the communication team.
- Coordinate with the Head of Digital Strategy and the UX team from the Netherlands and involve them in the discovery process.
- I worked directly with the UX Director and Product Owners for the design updates, explorations, product discovery, and ideation.
- Engaged in initial research with POs to understand their requirements and needs. Drawing wireframes and brainstorming with the leadership team.
- We extensively used Figma, Sketch, Adobe XD, and Invision for high-fidelity designs.
- Post-design validation with regular client calls and user testing using curated tasks, teamed up with an in-house UX researcher
- I consistently tried to follow the Design Thinking process in the majority of my engagements.
- Manage a team of two UX designers and supervise their deliverables.
- Share findings, observations, and recommendations based on best practises with the clients.
- Drive design strategy based on recommendations and ensure appropriate deliverables from team members.

4. Billin POS

- Led design projects for various digital products, including web and mobile apps.
 - Collaborated with product managers, developers, and stakeholders to define product vision, goals, and requirements.
 - Conducted user research and usability testing to validate design decisions and improve user satisfaction.
 - Created wireframes, prototypes, and high-fidelity mockups for web and mobile apps.
 - Developed and maintained design systems and design guidelines for consistent and efficient user experiences.
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PROFESSIONAL EXPERIENCE

Oct 2016 – Sep 2017

THRYMR SOFTWARE PVT. LTD. - UX Designer | Hyderabad

I work across a wide range of clients (Esign, Patanjali, Mother Dairy, AgroGo, Wisdom Jobs) providing solutions to meet both business and user needs. Strategy, user research, wireframes, prototypes, and user testing for anything the user touches.

Jun 2015 – Oct 2016

VUCHI MEDIA (P) LTD. (MEDIAMINT) - Analyst | Hyderabad

Support the creative team in the development of dynamic web advertising, Help translate concepts and ideas into viable design concepts, layout mock-ups, and client reviews.

Jul 2013 – Jun 2015

GENY MEDIUM - Graphic Designer | Hyderabad

Co-ordinating with the Business analysts and content writers to understand the content and to bring out the appropriate design. Developing a brand by creating a unique design and colors that convey the emotion of the brand to the customer.

EDUCATION

2013

MSC IN MULTIMEDIA

International Academy of Computer Graphics, JNTU, Hyderabad

2011

BSC IN MATHEMATICS

Periyar University, Tamil Nadu

CERTIFICATIONS

2018

HUMAN COMPUTER INTERACTION (IDF)

2019

THE PROFESSIONAL SCRUM MASTER I (SCRUM.ORG)

PERSONAL INFORMATION

Personal characteristics	Enthusiastic, attentive to detail, optimistic, communicative, and results-oriented. Prefers to work with great responsibility and freedom.
Interests	Playing Cricket, Running, photography and painting.
Languages	English, Hindi, Telugu
Citizenship	Indian
Status	Married
Born	1988
