



Gopala Krishna

Sr. UX/UI Designer

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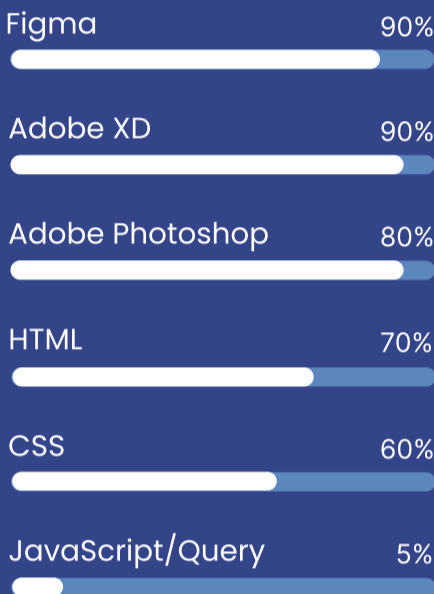
Portfolio
<https://krishnauix.in/>

Linkedin
<https://www.linkedin.com/in/datlakrishna/>

INTERPERSONAL SKILLS

- Project Management
- Team Leadership
- Mobile App Design
- Product Design
- User Research
- Design Thinking
- Problem-Solving
- Information Architecture
- Interaction Design
- Wireframes & Prototyping
- Usability Testing
- A/B Testing
- User-Centered Design (UCD)
- Design System Deployment
- Web Accessibility Standards

TECHNICAL SKILLS



CERTIFICATION

- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate

EDUCATION

B.Com. from Dr. B. R. Ambedkar (Open University), Hyderabad

PERSONAL DETAILS

Date of Birth **1st Jun 1993**

Languages **English, Hindi, Telugu**

Address **Hyderabad - 500090**

OBJECTIVE

Product Designer and UX Designer with 11+ years of experience creating user-centered digital products that align business goals with user needs. Skilled in product thinking, user research, interaction design, and building scalable design systems. Experienced in leading end-to-end product design and collaborating with cross-functional teams to deliver intuitive, impactful, and data-driven experiences.

PROFILE SUMMARY

- Highly skilled Senior UX/UI Designer with over 11 years of experience delivering user-centered, visually engaging, and business-driven digital solutions across web and mobile platforms.
- Experienced in leading the **end-to-end UX process** – from user research and wireframing to high-fidelity UI and prototyping, usability testing, and design system implementation. Adept at transforming complex requirements into intuitive designs that enhance usability and increase customer satisfaction by 40%.
- Proven ability to collaborate with stakeholders, developers, and product teams to define user needs and translate them into scalable design solutions aligned with business goals.
- Skilled in design systems, accessibility standards, and interaction design, ensuring consistency and seamless user experiences across enterprise applications.
- Strong leadership and project management abilities with a track record of mentoring designers, managing priorities, and driving cross-functional productivity for successful project delivery.

WORK EXPERIENCE

Lead UX/UI Consultant **Oct 2024 – Present**
Virtusa Corp. (**Client:** Computershare Limited / Senior UX Designer)

- Led end-to-end UX design across **BT Plc** and **Computershare** under Virtusa engagements
- Designed end-to-end UX for eCRS (BT), modernizing a legacy system into a scalable, cloud-native platform
- Defined role-based user journeys, dashboards, and workflows, including request submission and lifecycle management for eCRS
- Delivered mobile-first UX for Computershare Investor Centre (Hong Kong), enabling portfolio tracking and document access
- Simplified complex workflows for request processing (BT) and financial interactions (Computershare)
- Designed secure authentication flows aligned with enterprise and financial compliance standards
- Collaborated with cross-functional teams in Agile to deliver scalable, user-centric solutions
- Enhanced usability and accessibility, improving overall user satisfaction across web and mobile platforms

Sr. UI UX DESIGNER **June 2022 – Sept 2024**
ONPASSIVE Technologies Pvt. Ltd., Hyderabad

- Designed clean, pixel-perfect UIs for web and mobile apps, ensuring visual consistency and usability.
- Led end-to-end UX projects, from research and prototyping to testing and delivery
- Created wireframes, mockups, and interactive prototypes aligned with user needs and business goals.
- Collaborated with cross-functional teams in Agile environments to clarify requirements and ensure design accuracy.
- Contributed to design systems, creating and maintaining reusable, accessible components.
- Advocated for accessibility and user-centric design, embedding best practices across workflows.
- Stayed current with design trends and documented key design decisions for future scalability.

Sr. UI UX DESIGNER **Sept 2021 – Feb 2022**
SP SOFTWARE PRIVATE LIMITED LTD (Contract), Hyderabad

- Engage stakeholders to clarify project goals, vision, and business objectives.
- Collaborate with the Product Team in an Agile environment to design visually appealing web applications and present concepts for approval.
- Provide support to development teams during implementation to ensure accurate design execution and work with QA teams to meet quality standards.
- Conduct user testing sessions to gather feedback and identify areas for improvement.

Sr. UI UX DESIGNER **Apr 2014 – Nov 2017 & Jun 2018 – Aug 2021**
Epic Tech Research Pvt Ltd (**Devpoint Solutions Pvt Ltd**), Hyderabad

- Engage stakeholders to understand project objectives, vision, and business goals.
- Collaborated with Product Team within an Agile environment to conceptualize and design visually engaging web applications.
- Present design concepts to stakeholders and business analysts for feedback and validation.
- Provide ongoing support to development teams during the implementation phase to ensure accurate design implementation.
- Collaborate with QA teams to ensure implemented designs meet specified requirements and quality standards.
- Conduct user testing sessions to gather feedback on implemented designs and identify areas for improvement.

PROJECTS

Project Name : HKUSM
The Hong Kong Uncertificated Securities Market allows users to convert offline paper shares to online shares and manage their investments digitally. It supports portfolio tracking, document access, share transfers, and dividend plan enrollment with currency selection.

Project Name : eCRS(eComms Request System)
Designed the end-to-end UX for the modernization of eCRS, transforming a legacy workflow system into a user-friendly, cloud-based platform. Created intuitive user journeys, dashboards, and role-based experiences to simplify request management, improve usability, and enhance overall operational efficiency.

Project Name : OES(ONPASSIVE ECOSYSTEM)
ONPASSIVE Ecosystem: Revolutionizing businesses worldwide with integrated AI solutions for streamlined success.

Project Name : ODESK
Empowering businesses with comprehensive CRM functionalities for personalized interactions, streamlined sales, and data-driven decision-making.

Project Name : OWOMEN Mobile App
Empowering women worldwide through a user-friendly mobile app fostering reproductive health, wellness, and personal growth empowerment.

Project Name : OCREATE Website Builder
Providing an advanced drag-and-drop online website builder platform with a variety of customizable templates, built-in features, and AI-Powered template generation, enabling users to construct professional websites with minimal to no effort.

Project Name : OVERIFY – KYC
OVERIFY streamlines identity verification for businesses, ensuring compliance with KYC regulations to prevent fraud and illicit activities, with a focus on user experience excellence

Project Name : iPro
This system integrates project management, contractor agreements, and cost estimates for the Greater Orlando Aviation Authority, facilitating adjustments to project costs through addendums and amendments.

Project Name : NEXUS
The project enables the Florida transport department to negotiate bids and exchange units, staff hours, and scope with government and private entities