



Gopala Krishna

Sr. UX/UI Designer

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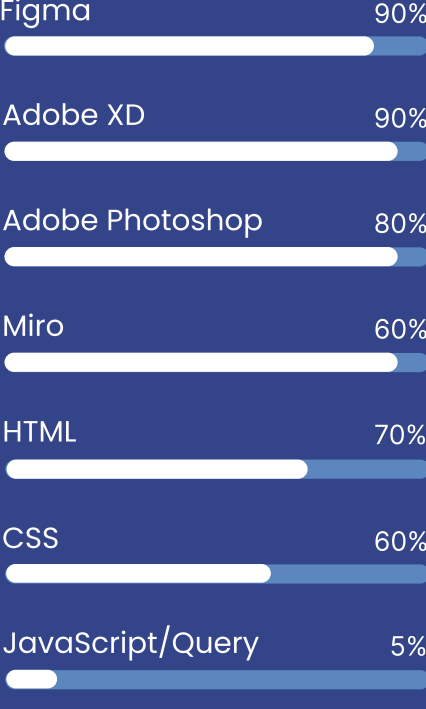
Portfolio
<https://krishnauix.in/>

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

Senior UX/UI & Product Designer with 12+ years of experience creating user-centered digital experiences for web and mobile platforms. Experienced in designing B2B, B2C and enterprise applications, business platforms, CRM solutions, and customer-facing products through user research, design thinking, and product strategy. Passionate about solving complex user and business challenges through intuitive design, scalable design systems, and impactful product experiences.

PROFILE SUMMARY

- Highly skilled Senior UX/UI Designer with over 12 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 / BT Plc)

- 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 : MLX – B2B2C Healthcare Operations Platform**
Mobile Lab Xpress Enabling healthcare providers to streamline laboratory sample collection and order management through an integrated web and mobile platform featuring technician allocation, real-time tracking, barcode-based sample management, digital signatures, and end-to-end workflow visibility.
- Project Name : HKUSM – FinTech Platform**
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 – B2B Enterprise Workflow Management**
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 : iPro – B2B Enterprise Project Management Platform**
iPro is an enterprise project management platform developed for the Greater Orlando Aviation Authority. It centralizes airport infrastructure project details, contractor agreements, cost estimates, amendments, addendums, and documentation. The platform helps teams manage complex projects and financial information throughout the project lifecycle.
- Project Name : Simplify i3**
Simplify i3 is a cloud-based infrastructure management platform designed to manage assets, projects, documents, work orders, and labor. It combines operational workflows with GIS mapping and analytics to provide teams with better visibility into infrastructure and day-to-day operations. The platform enables organizations to manage their assets and projects through one integrated system.
- Project Name : iCompli**
iCompli is a government-funded education compliance and billing platform for Seminole County Public Schools. It manages student eligibility, billing records, supporting documentation, and funding submissions for students requiring specialized educational and medical support. The platform helps schools prepare and submit accurate billing information for government review and funding.
- Project Name : OWOMEN Mobile App – B2C**
Empowering women worldwide through a user-friendly mobile app fostering reproductive health, wellness, and personal growth empowerment.
- Project Name : OVERIFY – KYC – B2B RegTech Platform**
OVERIFY streamlines identity verification for businesses, ensuring compliance with KYC regulations to prevent fraud and illicit activities, with a focus on user experience excellence