

UdhyaSree Muppuri

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Professional Profile:

I am a UX designer who has over an experience in print and web designing who creates simple, beautiful and easy to understand things and firmly believes that UX design is a creative process that fuses art and technology together to convey ideas.

I started my career as a character artist of a startup animation company, did various design and corporate identity roles and in this journey my work has continued to optimize for clarity and simplicity and to present concepts in clear concise and memorable ways. I practice user centered design principles basing design decisions on user needs and business goals.

Work Experience:

- Working as a **UX Designer** for Bioprist Pharmaceuticals from **May 2014 – till date.**
- Worked as a Sr.Visual Designer for Indies Pharma from April 2010 – March 2014.
- Worked as a Visual Designer lead for Elementsolutios from April 2007 – March 2010.
- Worked as a Character Animator (Flash), Graphic & Visual Designer for Zorek Technology Pvt. Ltd.from April 2003 –March 2007.
- Worked as a Character Animator (Flash)for BASE MultimediaFrom April 2001– March2003.

Technical and Educational Qualifications:

- **B.A** with Mathematics, Accountancy and statistics as subjects from **S.V.University,** Tirupati
- Certified Designer for online education from Multimedia University(**MMU**) of Malaysia (a premier center for multimedia education development)
- Diploma in Advanced Multimedia from **Aptech,** Tirupati

Skill Set:

Visual Designing	Adobe Photoshop, Adobe Illustrator, Sketch, Indesign
Wire Frame	Adobe XD, Axure, Sketch
Animation	Adobe Animate
Graphic Designer	Corel Draw, Adobe Illustrator
Image Editing	Adobe Photoshop
Sound Editing	Sound Forge
Operating Systems	Windows, Mac

Personal Skills:

Creative, Competitive, Confident, Exploring, Enthusiastic and engaged in Challenging work.

Technical Strengths:

- UX / UI Designing
- Logo Design
- Animations (traditional, limited & modern)
- Conceptualization
- Visualization
- Planning
- Story boarding

Recent Projects:

Project	Web & Mobile applications , Branding & Product design and print media designing.
Client	Bioprist Pharmaceuticals
Description	BP Doctor patient app designed for iphone and android , the challenge of designing this app is different age group users with rich user experience. Handled wide range of logos & Pharma products (more than 200) with all promotional materials.
Role and Responsibility	<ul style="list-style-type: none">• Gathering and evaluating user requirements• Collaboration with product managers and Doctors• Illustrating design ideas through story boarding , process flows and site maps• Wire frames designing

	<ul style="list-style-type: none"> • Co-ordination with stake holders, Developers & Language Translators. • Usability testing
Technologies	Axure, Photoshop, Adobe Flash, Adobe Illustrator & Coreldraw

Project	App for Doctors
Client	Indies Pharma
Description	Followed entire user centric design process to Create mobile and web App for Doctors where they can record patient information and follow up histories with minimum clicks and with cutting edge user experience.
Role and Responsibility	<ul style="list-style-type: none"> • Customer Interaction • Requirements gathering • Mock up presentations • Visual designing • Usability testing
Technologies	Adobe Photoshop and Illustrator

Project	Mobile App
Client	Docomo
Description	Created Visual Designs for Docomo app where user can recharge his/her mobile with different packages with less clicks and rich user experience.
Role and Responsibility	<ul style="list-style-type: none"> • Customer Interaction • Requirements gathering • Mock up presentations • Visual designing • Usability testing
Technologies	Adobe Photoshop and Illustrator

Project	First Aid, Sexual Harassment, Diversity
Client	Wipro
Description	These are 3 different e-Learning courses developed for Wipro employees to create awareness in a intuitive & creative learning methodology with character animation & voice over.
Role and Responsibility	<ul style="list-style-type: none"> • Requirements gathering and Design presentation • Wire frames designing • User Interface Design • Intro animations. • Animations with audio and visuals.

	<ul style="list-style-type: none"> • Co-ordination with Product integrators. • Usability testing
Technologies	Photoshop, Adobe Flash, Actionscript2.0

Project	Soft skills for Doctors
Client	Dr Reddy's Laboratories
Description	This is an e-Learning course developed for Doctors who are fresher's.
Role and Responsibility	<ul style="list-style-type: none"> • Requirements gathering and Design presentation • Wire frames designing • User Interface Design • Intro animations. • Animations with audio and visuals. • Product review
Technologies	Photoshop, Adobe Flash, Actionscript2.0.

Project	AED
Client	Adayana
Description	This is an e-Learning course developed for fresh graduates to explain about the soft skills.
Role and Responsibility	<ul style="list-style-type: none"> • Wire frames designing. • Story boarding. • User Interface Design • Animations with audio and visuals. • Co-ordination with Product integrators. • Product review
Technologies	Flash, Photoshop, MS Power point.

Project	Meditation
Client	Matrusri
Description	This is cartoon movie which explains about meditation and its benefit.
Role and Responsibility	<ul style="list-style-type: none"> • Requirements gathering and Design presentation • Wire frames designing • User Interface Design • Intro animations. • Animations with audio and visuals. • Interaction with artists • Voice over recording and editing

	<ul style="list-style-type: none"> • Product review
Technologies	Adobe Flash, Actionscript2.0, Sound Forge.

Project	Virtual Class Room
Client	E & L School
Description	10th grade (Math & Science) academic syllabus was converted into virtual class room
Role and Responsibility	<ul style="list-style-type: none"> • Requirements gathering and Design presentation • Wire frames designing • User Interface Design • Intro animations. • Animations with audio and visuals. • Interacting with content writers • Product review
Technologies	Photoshop, Adobe Flash, Actionscript2.0, MS Power point & Sound forge.

Project	Bioprist.com & indiespharma.com
Client	Bioprist and indies pharma
Description	Company websites
Role and Responsibility	<ul style="list-style-type: none"> • Requirements gathering and Design presentation • Wire frames designing • User Interface Design • Intro animations. • Animations with audio and visuals. • Interacting with content writers • Product review
Technologies	Photoshop, Adobe Flash.

Other Clients:

Tiptus Technologies, Challenger Academy, Ask Academy and so on...