# ASHOK KUMAR REDDY

## Lead UX/UI Designer

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## PROFESSIONAL SUMMARY

Strategic and user-focused Lead UX/UI Designer with over 13+ years of experience crafting intuitive, responsive digital products across real estate, government, and tech sectors. Skilled in end-to-end design, from user research and Wireframing to UI systems and developer handoff. Proven leadership in mentoring teams, driving design systems, and delivering user-centric solutions aligned with business goals.

## EXPERIENCE

**Realoq** – **Remote, India** | **Lead UX/UI Designer** | **Feb 2024 – Present**

- Spearheaded end-to-end UX strategy for an AI-powered real estate platform, increasing user engagement and content creation.
- Led user research, journey mapping, wireframing, and prototyping to deliver high-converting digital experiences.
- Collaborated closely with PMs, developers, and marketing to align product vision with business KPIs.
- Conducted A/B tests and usability evaluations to iterate on designs and boost user satisfaction.
- Designed impactful product presentations using Canva to support marketing and stakeholder communications.
- Created engaging social media visuals, posts, and video reels using Adobe Express to enhance brand presence and lead generation.
- Mentored junior designers and advocated for best practices in design thinking and accessibility.

**Ministry of Interior** – **Manama, Bahrain** | **Senior UX/UI Designer** | **May 2019 – May 2023**

- Delivered UX strategy for government portals, leading to improved user adoption and task success rates.
- Defined information architecture, created responsive UI designs, and implemented design.
- Managed usability testing and user interviews to inform data-driven design improvements.
- Produced high-fidelity mock-ups and documentation for development handoff using Adobe XD.

**Futluz Technologies** – **Hyderabad, India** | **Senior UI Designer** | **May 2017 – Jan 2019**

- Led visual and interaction design for enterprise web apps and education platforms.
- Built and maintained a robust design system to ensure design consistency across all platforms.
- Supported junior team members and collaborated with developers.

**Microexcel Inc** – **Hyderabad, India** | **Senior UI Designer** | **Feb 2016 – Jan 2017**

- Delivered responsive, pixel-perfect UI designs for various client websites and dashboards.
- Collaborated with developers to implement HTML/CSS front-end components.

**Believe Creative** – **Hyderabad, India | HTML Developer | Jul 2014 – Feb 2016**

- Coded semantic, standards-compliant HTML/CSS for responsive websites.
- Ensured cross-browser compatibility and implemented mobile-first strategies.
- Participated in version control and release cycles using Git.

**Rocana Software Solutions** – **Hyderabad, India | Web Designer | Nov 2013 – Jun 2014**

- Created responsive UI designs with a focus on user behavior and mobile performance.
- Collaborated across functions to maintain consistent visual language.

**88db.com (JDB Holdings)** – **Hyderabad, India | Web Designer | Dec 2012 – Oct 2013**

- Designed UI assets, banners, and layouts for high-traffic marketing websites.

**LogonB2B Soft Solutions Pvt Ltd** – **Hyderabad, India | Web Designer | Feb 2011 – Nov 2012**

- Developed visual designs and prototypes for Websites.
- Ensured branding consistency and accessibility in all design outputs.

## EDUCATION

B.Sc, Osmania University – Hyderabad, India | Graduated in 2010

## SKILLS

- **UX & Product Design**: User Interviews, Journey Mapping, Wireframing, UI Design, Product Design, Prototyping, Responsive Design.
- **Testing & Optimization:** Usability Testing, A/B Testing.
- **Tools:** Figma, Adobe XD, Photoshop, Illustrator, Adobe Express, Canva, Creatomate.
- **Technologies:** HTML5, CSS3, Bootstrap, Tailwind CSS
- **Collaboration:** Agile/Scrum, Jira, Developer Handoff, Design Documentation
- **Leadership:** Mentorship, Design Reviews, Cross-functional Communication.

## PORTFOLIO

View My Work at: **www.ashokux.in**