Praneetha Dommaraju

Product Designer

Focused on creating delightful interactions between digital products and humans

Work Experience

Verizon Data Services /Experience Designer II

July 2020 – Present (2 years, 4 months)

Tech Mahindra Ltd. /UX Designer

Aug 2016 – July 2020 (4 Years)

About

I am a User Experience and Interaction Designer with 6+ years of experience designing successful software applications.

- Cross skilled in UX disciplines like Information Architecture, User Flows, Persona creation, Card sorting and Usability Testing.

- Phenomenal track record of designing and developing web and mobile applications in fast paced working timelines.

- I have passion for my work and I love to work alongside other highly skilled people.

- I have worked in teams with developers, designers, data scientists, product owners.

- I have worked in Agile teams and also got some experience in Design sprints.

- My work has benefitted our clients by increasing their revenue, simplifying their business processes and making it easier and better on user engagement with the applications.

- I have worked on multiple domains like Automotive industry, Banking, Chemical, Power, Renewable Energy industry from single page applications to most complex banking data application.

- Curator of design practices and I will also educate my team members on how I do my work keeping User centered design as an orbit.

- I also design collaterals for organization, which are circulated at location level.

Personal Skills

Excellent Communicator and relationship builder
Pro-active and positive person at work place

Education

PGDM (Business Analytics)

B.Tech (Bachelor in Electronics & Instrumentation Engineering)

Connect with me

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Awards

Spot Light (FY21-22 Q2 | Q4) | (FY22-23 Q3)

- For various Design contributions to the benefit of organisation.

Pat On the Back (FY18-19 Q2)

- For successfully executing a Proof of Concepts solution for a major business conglomerate

Bravo (FY19-20 Q4 | Q2) | (FY18-19 Q4)

- For taking up few associate engagement activities

Pat On the Back (FY18-19 Q2)

- For successfully executing a Proof of Concepts solution for a major business conglomerate

Certifications

HFI

- UX Performance, Persuasion and Strategy Immersion series

Enterprise Design Thinking / IBM

- Enterprise Design Thinking Practitioner

Skills

- User research, Usability testing
- Storyboarding, Wire framing and user flows
- Low to High Fidelity Design & Prototyping
- User Personas, Card sorting and UI Design

Tools

- Adobe XD
- Figma
- Marvel App
- Invision
- Adobe Photoshop
- Flow Mapp
- Balsamiq
- Miro

Responsive Web Design

- HTML
- CSS
- Bootstrap
- Javascript

Interests

- Sketching
- Swimming
- Storytelling
- DIY Crafts from scrap