

SHEETAL BATTULA

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Versatile UX/UI Designer with extensive experience in creating intuitive and user-friendly interfaces, wireframes, and prototypes using Figma, Sketch, and Adobe XD. Demonstrated expertise in front-end development using HTML, CSS, JavaScript, and Angular. Proven ability to collaborate with cross-functional teams to enhance user engagement and satisfaction. Briefly served as a Project Manager, showcasing leadership and project management skills. Additionally, experienced as a backend Java developer proficient in Spring Boot and AWS, ensuring seamless integration and communication between design and development teams.

EDUCATION

Master of Science in Computer Science | Seattle University | Seattle, WA *GPA – 3.8* **January 2023 – June 2024**
*Deans Honors Roll * 4*

Google UX Design Professional Certificate **August 2024**

Bachelor of Engineering in Computer Science | Sathagiri College of Engineering | Bangalore, India **August 2019**

WORK EXPERIENCE

Assistantship | User Interface User Experience, Seattle University **March 2024- June 2024**

- Participated in the creation and grading of assignments and examinations, also instructed 40 students on creating wireframes and high-fidelity prototypes using Figma, enhancing their practical UI/UX design skills and preparing them for real-world applications.
- Recognized by both peers and professors for exceptional UI/UX projects; utilized own projects as a benchmark, distributing them as high quality reference material to guide and inspire student projects.

Assistantship | Parallel Programming, Seattle University **September 2023- January 2024**

- Offering one-on-one assistance during office hours, addressing and explaining complex parallel programming concepts, algorithms, and data structures to help students grasp the material effectively.
- Engaged in the formulation and evaluation of coursework and tests, ensuring a thorough and equitable analysis of student understanding and progress significantly reducing grading inconsistencies by 30%.

Software Engineer | User Experience Designer | Mphasis | Client: JP Morgan Chase **February 2020 - December 2022**

- Led the UX design for a high-performance Data Migration application using Figma, enhancing user engagement and satisfaction through the development of interactive prototypes and wireframes. Achieved a 30% increase in user interaction by facilitating rapid, iterative testing and feedback integration.
- Collaborated with cross-functional teams, utilizing Figma for real-time collaboration and design reviews, which accelerated the design validation process by 25% and aligned project deliverables with user expectations and business requirements.
- Utilized HTML, CSS, and JavaScript expertise to develop and style user interfaces, ensuring consistency and seamless implementation across all digital touchpoints, reinforcing user-centered design principles throughout the development lifecycle.
- Participated in project initiation, offering tailored GUI solutions during the proposal phase and directly interacting with clients to ascertain and meet their needs, significantly enhancing client satisfaction and user engagement.
- Mastered advanced features of Figma to create comprehensive UX deliverables including detailed user flows, personas, and high-fidelity prototypes, improving project efficiency and design scalability.
- Developed and deployed 8+ REST APIs using Java Spring Boot and JPA, ensuring robust and scalable backend support for the applications. This experience in backend development allowed for a seamless integration between front-end interfaces and backend services, enhancing overall application performance and user satisfaction.
- Implemented CI/CD pipelines using Jenkins, reducing deployment times by 60% and maintaining high code quality, which facilitated a smoother and more efficient development process.

UI/UX Designer | Creative Tech Solutions **February 2018 - January 2020**

- Led the design and development of mobile and web applications across various industries, including e-commerce and healthcare, enhancing user engagement and satisfaction.
- Created intuitive user flows, wireframes, and high-fidelity prototypes using Figma and Adobe XD, ensuring a seamless handoff to development teams and maintaining design consistency.
- Implemented user-centered design principles, resulting in a 20% reduction in user drop-off rates and a significant improvement in overall customer satisfaction.
- Conducted extensive usability testing to gather user feedback, iterating on designs and continuously improving the user experience based on real-world interactions and data-driven insights.
- Collaborated with cross-functional teams, including product managers and developers, to ensure alignment between design and business goals, improving workflow efficiency.
- Leveraged basic front-end development skills (HTML, CSS, JavaScript) to collaborate with developers, ensuring the feasibility of design concepts and delivering a polished final product.

TECHNICAL SKILLS

UI/UX Tools & Techniques: Figma, Sketch, Adobe XD, Invision, Balsamiq, Webflow, Framer, Principle, Miro, Optimal Workshop, UsabilityHub, UserTesting, Photoshop, After Effects, Adobe Creative Suite

Design Skills: Product Design, Motion Design, Interaction Design, Visual Design, User Personas, Journey Mapping, User Research, Usability Testing, A/B Testing, Wireframing, Prototyping, Design Systems & Sprints

UX Technical Skills : Gestalt Principles, Typography, Color Theory, Iconography, Ideation Techniques, Identity Design, Empathy Mapping, Affinity Diagrams, Usability Heuristics

Frontend Development: HTML, CSS, JavaScript, Angular, Bootstrap

Backend Development: Java, Python, C, Spring, Spring Boot , MySQL, Oracle

Cloud Technologies: AWS (S3, DynamoDB, EC2), Kubernetes, Docker

Unit Testing/ Methodologies: Junit, SonarQube, Agile, Scrum

Tools/IDE/OS: Microsoft Excel, Git, Jira, Jenkins, Postman, Jenkins, VS Code, IntelliJ, Linux

PROJECTS

University Website UX Redesign Project | UX Designer

January – May 2024

- Led a comprehensive redesign of the UNC Charlotte website, focusing on user experience improvements. This resulted in a 30% increase in user engagement by making navigation more intuitive.
- Created and implemented personalized content delivery systems, which made the content more relevant and increased user satisfaction by 25%.
- Made financial information easier to access, cutting down user inquiries by 20% through clear, intuitive design and a better scheduling system for financial aid consultations.

Pawsome Mobile Application | UX Designer

March – June 2023

- Crafted a high-fidelity prototype using Figma for a user-centric interface targeted at pet lovers, transitioning from initial sketches to a polished user interface. This effort led to a 30% improvement in user engagement and satisfaction metrics by enhancing navigational flows.
- Directed the entire design lifecycle, from conceptual wireframes and site maps with Miro to delivering a streamlined interface, resulting in a 25% increase in user efficiency and a reduction in bounce rates.
- Conducted usability testing and defined user personas to tailor functionalities, significantly enhancing user engagement.
- Recognized for project excellence; established as a benchmark for future courses, elevating educational standards.

Movie Review Web Application | UX Designer

May – December 2022

- Designed a user-centered interface for a movie review web application, using Angular, HTML, and CSS to create a responsive and intuitive front end. This design focused on simplifying user interactions and improving accessibility, which increased user retention and satisfaction rates.
- Led the UX design process from wireframes to high-fidelity prototypes using tools like Sketch and Figma, ensuring the interface was optimized for engagement and ease of use. The user-friendly design contributed to a 20% increase in daily active users.
- Conducted comprehensive usability testing and user research, developing detailed user personas and scenarios to guide design decisions. This approach allowed for tailored functionalities that met specific user needs, enhancing user satisfaction and overall application performance.

COMMUNITY INVOLVEMENT

Co-founder | Helping Hands NGO

March 2020 – Present

- Co-founded "Helping Hands" NGO with 5 team members during the COVID-19 pandemic, providing essential resources such as medicines, oxygen, and hospital beds to over 3000 people in need.
- Expanded the NGO's efforts by facilitating basic education programs for underprivileged individuals, improving literacy and educational opportunities.
- Organized fundraising campaigns and collaborated with local businesses and volunteers to secure donations and support for the NGO's activities.
- Developed and maintained a network of healthcare professionals and community leaders to streamline the distribution of resources and services.
- Led awareness campaigns through social media and community outreach, significantly increasing volunteer participation and donations.