

SHEETAL BATTULA

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SUMMARY

Experienced UI/UX designer with close to 4 years of experience in creating user-centered, intuitive designs and delivering seamless product experiences. Skilled in wireframing, prototyping, interaction design, and information architecture using tools like Figma and Adobe XD. Passionate about designing innovative solutions that enhance user satisfaction and drive engagement. Seeking to contribute creative and impactful designs to customer-focused products

SKILLS

UI/UX Tools & Techniques: Figma, Sketch, Adobe XD, Miro, InVision, Axure RP

Design Skills: Interaction Models, Information Architecture, Navigation Systems, User Flows, Wireframes, UX Specifications, Personas, Prototypes, Usability Testing, Responsive Design, Accessibility Standards (WCAG), Design Systems

Research & Testing: User Research, Usability Heuristics, User Surveys, Competitor Analysis, Card Sorting, Affinity Mapping

Technical Skills: Frontend: HTML, CSS, JavaScript, Angular, React, Bootstrap, Tailwind CSS | Backend: Java, Python, Spring Boot, MySQL, Oracle | Tools & Methodologies: Junit, SonarQube, Agile, Scrum

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

Certifications: Google UX Design Professional Certificate

PROFESSIONAL EXPERIENCE

HomeStreet Bank | User Interface User Experience Designer

Jan 2024 - Present

- Developed **wireframes, prototypes, and high-fidelity designs** using **Figma**, ensuring consistent branding and responsive design for web and mobile applications
- Optimized user workflows for loan application processes, reducing average completion time by **15%** through intuitive layouts and simplified navigation
- Conducted **user testing** to gather actionable feedback, addressing usability challenges and increasing task success rates by 25%
- Designed and launched marketing landing pages for new banking products, driving **10% higher engagement rates** through visually compelling designs and clear CTAs
- Collaborated with **Agile teams** using **JIRA** to manage design sprints, track progress, and ensure timely delivery of updates for customer-facing applications

Mphasis | User Interface User Experience Designer

Feb 2020 – Nov 2022

- Collaborated with cross-functional teams to identify customer and business needs, delivering **user-friendly design solutions** and presenting prototypes and strategies to stakeholders, securing alignment and buy-in for **user-focused decisions**
- Led human-centered design activities, including **discovery, research, ideation, and usability testing**, resulting in a **15% improvement in design success rates** and enhanced user satisfaction
- Crafted seamless interaction models, information architecture, navigation systems, and user flows using **Figma**, reducing task completion times by **20%** and ensuring cohesive, engaging user journeys across platforms
- Streamlined **design workflows and standardized UI components**, ensuring consistency, improving cross-functional collaboration, and reducing design-to-development gaps.

Mphasis | Software Engineer

July 2019 – Jan 2020

- Engineered and deployed **8+ REST APIs** with **Java Spring Boot** and **JPA**, delivering robust and scalable backend systems capable of processing over **1 million requests monthly** with zero downtime.
- Crafted user interfaces using **HTML, CSS, and JavaScript**, ensuring smooth integration with backend systems while maintaining **cross-platform compatibility** and accessibility standards.
- Enhanced system performance by designing efficient interaction models and integrating APIs, significantly improving processing times for critical business operations.
- Designed and managed database structures in **MySQL**, ensuring data integrity, reliability, and optimal application performance

ACADEMIC EXPERIENCE

University Website UX Redesign Project | User Experience User Design

- Led the comprehensive redesign of the UNC Charlotte website, enhancing **user experience** and achieving a **30% increase in user engagement** through intuitive navigation improvements
- Designed and implemented personalized content delivery systems, increasing **content relevance** and boosting **user satisfaction**
- **Streamlined access to financial information**, reducing **user inquiries by 20%** through intuitive design and an improved **scheduling system** for financial aid consultations

EDUCATION

Master of Science in Computer Science | Seattle University

Jan 2023 – June 2024

Bachelor of Engineering in Computer Science Engineering | Sapthagiri College of Engineering

Aug 2015 – June 2019