

Ravi Teja Manchi

Senior UI UX Designer

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Profile Summary

As an accomplished UI/UX Designer with 8+ years of experience, I excel in crafting user-centered design solutions to tackle complex challenges. My approach seamlessly integrates in-depth user research with visually compelling design, ensuring that business objectives align with the unique needs and expectations of users.

Throughout my career, I have specialized in creating exceptional products for various domains, spanning ecommerce, SaaS, B2C, and B2B, for web, mobile and desktop applications. Leveraging Figma and sketch as my primary design and prototyping tool for more than 6 years, I can seamlessly transform my creative ideas into visually appealing and user-friendly designs. Furthermore, I possess extensive 8 + years of experience with Adobe Creative Suite, particularly Adobe Photoshop and Illustrator, which I employ for effective visual design.

My educational background includes a bachelor's degree in arts and a Master's in Human-Computer Interaction, both of which have contributed to my deep understanding of design principles.

My portfolio showcases a range of projects accompanied by detailed process case studies. My design philosophy revolves around user-centered design principles, and I place great importance on conducting thorough user research to develop solutions that address specific user needs while aligning with business goals.

Experience

UI UX Designer

State University of New York (Dec 2021 – May 2023)

Project 1 - IBM, Calibrated Peer Review System

- Engaged in close collaboration with IBM stakeholders and cross-functional teams to efficiently design and develop a calibrated peer review system for the MVP launch. The solution aimed to address inherent challenges within the traditional peer review process, ensuring a seamless and effective user experience.
- Worked with the Product designer, researchers, and stakeholders to prioritize features and functionalities for the MVP product, aligning with user requirements and insights.
- Actively participated in UX research studies to identify the problem space to iteratively refine designs, enhance user experience, and shape the product vision.
- Implemented WCAG, level AAA accessibility best practices to develop a scalable design system with comprehensive guidelines for web desktop, promoting consistency across all platforms. This initiative not only improved accessibility but also resulted in a reduction in product development timelines.

- Designed interactive prototypes, both high and low fidelity, alongside with information architecture, user task flows, and sketches to solidify product requirements and define the optimal user experience. This comprehensive approach ensured developers had a clear understanding of the product, ultimately resulting in reduced development time.
- Effectively communicated design concepts and recommendations to stakeholders through presentations, resulting in an increase in stakeholder satisfaction with the final product.
- Implemented user testing sessions with 40+ participants on two different user groups to collect data on usability metrics such as task completion rates, time on task, and error rates to inform design improvements.

Project 2 - Lee, Hall Maritime Museum

- Achieved 35% increase in museum web metrics and 28% improvement in business metrics through successful implementation of AR/VR technology to enhance the museum experience. Enriched users' learnability with immersive ART facts and historical insights.
- Developed and executed user surveys, interviews, and usability tests to gather insights from over 60 museum visitors, resulting in a user-centric solution that increased museum visitor satisfaction by 30%.
- Created user journey maps, user flows, and site maps based on comprehensive research data to provide a seamless user experience with Maritime AR VR Museum.
- Crafted wireframes, interactive prototypes, and high-fidelity responsive user interfaces using industry-standard design tools for diverse platforms, including desktop, mobile, and tablet.
- Developed interactive prototypes for usability testing, resulting in an intuitive AR VR user experience. This solution contributed to a remarkable 15% increase in museum website traffic and a significant 7% improvement in conversion rate.
- Utilized statistical tool Tableau to perform qualitative data analysis, specifically employing one paired sample t-test and two paired sample t-tests. These analyses aimed to identify variations among subjects.
- Contributed to the successful implementation of a SUNY Oswego faculty-student project, highlighted by [NNY 360 media](#) for its innovative approach in bringing history to life at a local museum.

Lead UI UX Designer

nGenue Software LLC (Sep 2019 – Aug 2021)

- Collaborated closely with cross-functional teams to successfully implement over 40 new feature iconography and interaction patterns within the nGenue software. These

enhancements significantly improved user learnability and satisfaction, resulting in a remarkable 33% increase in overall user experience.

- Redesigned the company's web, mobile, and tablet website, focusing on user-friendliness and responsiveness. The redesigned strategy has successfully enhanced the overall user experience, ultimately leading to increased 28% web traffic.
- Implemented a streamlined feedback process with developers, resulting in a 30% decrease in the time required for design iterations and faster product delivery.
- Utilized accessibility best practices and techniques to create a comprehensive brand guide and design system for the organization and products, which resulted in an 33% increase in digital reach for the organization.
- Led the ideation and design process for the conversion of the organization's desktop software into a web application. Created wireframes, mock-ups, and interactive prototypes to facilitate user testing and gather user feedback.

UI UX Designer

Asian Cinemas & Multiplexes Private Limited (July 2017 – Aug 2019)

- Redesigned user interface and navigation flow of movie ticketing mobile application for IOS and Android platforms, resulting in a 15% increase in app conversion rate.
- Worked closely with cross-functional teams to create detailed user personas and journey maps, informing the design decisions for the 2.0 update.
- Ideated design solution through the process of information architecture, user flows, wireframes and interactive prototypes for new features and functionality enhancements.
- Collaborated with cross-functional teams, product managers, product owners, and developers to conduct extensive A/B testing on various design elements, leading to a 10% decrease in app bounce rate.
- Collaborated with Design leads to conduct user research and identify pain points in current visual language, resulting in a 10% increase in user satisfaction.
- Utilized effective communication skills to relay project updates and timelines to management, resulting in an average 10% decrease in project delays.
- Conducted user research and implemented user-friendly features, leading to a 20% decrease in app uninstallations and an increase in daily active users by 12%.
- Communicated project level updates to management and cross-departmental stakeholders including executive leadership.

UI Designer and Visual Designer

Arka Media Works Private Limited (Jan 2015 – Jun 2017)

- Designed a conceptualized responsive website user interface and user experience in order to engage the audience continuously with the movie theme.

- Drafted detailed design specifications and communicated them clearly to the marketing team, ensuring that the concepts, guidelines, and rationale were understood.
- In collaboration with international movie production designers, developed new poster designs in accordance with each country's film culture, to better understand and meet the needs of audiences from different backgrounds.
- Designed & Managed internal visual library (style guide) and templates to ensure accuracy, relevancy, and ease of use.

Graphic Designer – Intern

Release Day Online, Private Limited (Jan 2014 – Jan 2015)

- Created custom icons and illustrations exclusively tailored for internal publications at TATA Consultancy Services, aimed at enhancing the training experience for new employees.
- Crafted captivating social media posts and print designs catering to fashion brands, food & beverage companies, and the health Tec industry.

Education

Master's in Human-Computer Interaction

State University of New York, Oswego

Featured in [SUNY Oswego University news spotlight](#) for exceptional accomplishments and contributions.

Bachelor of Arts in Visual Effects & Animation

Mahatma Gandhi University, Meghalaya

Professional Affiliations

- Interaction Design Foundation
- Uxcel
- TheFutur
- Paitdigital
- State University of New York
- Mahatma Gandhi University
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Skills

Technical Skills:

Tools: Figma, Sketch, InVision, Axure, Adobe creative suit, Photoshop, Wireframes.cc, Zeplin, Webflow, Proto.io, FlowMapp, Balsamiq, Maze, UXPin, Craft, Visual Sitemaps, Wireframe.cc, Abstract Optimal Workshop, Justinmind, Qualaroo HTML, CSS, Miro, Jira, Trello.

Soft Skills: Collaboration, Design Thinking, Problem-solving, User centered design, Creativity, User flows, Customer journey, Empathy, Wireframes & prototypes, Desktop & mobile design systems, Attention to detail, Project management, Adaptability, Presentation skills, Web accessibility, storyboarding, usability analysis, material design, user testing, digital design, iconography, application design.

Concentrated Subjects

- Interaction design
- User-centered design
- Graphical user interface design
- Human interface guidelines
- Advanced brand strategy
- Emotional design
- Inclusive design
- Structure system analysis
- Information architecture

Languages

- English
- Hindi
- Telugu