RAMBABU CHIRRA

PRODUCT DESIGN | UX/UI DESIGN | DESIGN SYSTEMS

To leverage 17+ years of experience in UI/UX, Product Design and UX Architecture across product-based and service-based environments, to shape intuitive, scalable and user-centric digital products across Technology, Banking, Healthcare and Real Estate through strategic UX, design systems, customer insights and AI-enabled design innovation.

+91 9502281432 | ch.rams1@gmail.com | Portfolio | LinkedIn | Website

CORE COMPETENCIES

PRODUCT & UX STRATEGY

- Product Design & UX Strategy
- Product Discovery & User Research
- Information Architecture & User Journeys
- Enterprise SaaS & Workflow Design

DESIGN & EXPERIENCE

- Design Systems & Component Architecture
- Wireframing & Prototyping
- Interaction & Visual Design
- Accessibility & UX Governance

LEADERSHIP & INNOVATION

- AI Product Design & Human-AI Interaction
- Generative AI & AI-Assisted Design
- Design Leadership & Mentoring
- Stakeholder & Customer Experience Management

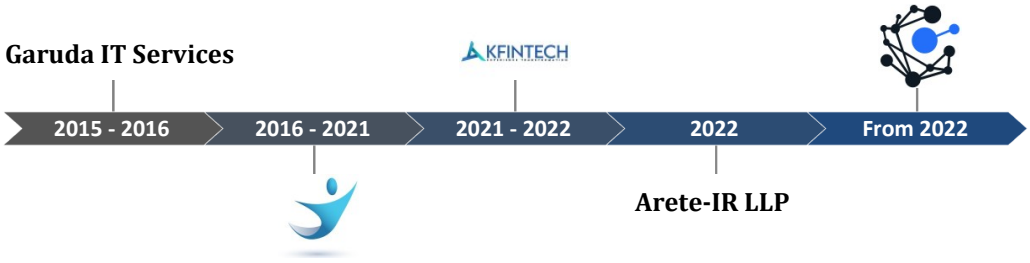
TECHNICAL SKILLS

- **Product / UX Design Tools:** Figma, Figma Make, Sketch, Adobe XD, UXPilot, Magician AI, Galileo AI
- **AI & GenAI Tools:** ChatGPT, Claude, Gemini
- **Collaboration & Project Tools:** Jira, Confluence
- **Web Technologies:** HTML, CSS, Bootstrap
- **AI / Design Workflow:** MCP, AI Skills & Agents, AI-Assisted Prototyping, AI-Assisted Wireframing
- **Accessibility:** WCAG Guidelines, Manual Accessibility Testing, Automated Accessibility Testing

PROFILE SUMMARY

- Offers deep expertise in UX Strategy, Product Discovery, User Research, Information Architecture, UX Architecture and Human-Centered Design.
- Experienced in shaping enterprise product experiences across Technology, Financial Services, Banking and Cybersecurity, spanning B2B and B2C applications.
- Skilled in driving end-to-end product design from requirements discovery, research and persona definition through workflows, prototyping, high-fidelity design and product roadmap contribution.
- Demonstrated success in design transformation, delivering >60% reduction in development effort through Design Systems and reusable components, while advancing Generative AI, Human-AI Interaction and AI-assisted design using ChatGPT, Claude, Figma Make and MCP.
- Brings proven UX leadership capability, leading teams of up to 14 members and partnering with Product, Engineering, business stakeholders and domestic/international customers.
- Drove scalable product experiences at enterprise scale, contributing to multi-product platforms serving global customers and translating complex requirements into intuitive, consistent user experiences.

CAREER TIMELINE



WORK EXPERIENCE

Dec'22 – Present | UI/UX Architect | OvalEdge India Pvt. Ltd.| Hyderabad

Key Result Areas:

- Leading end-to-end UX for an enterprise data-governance platform, covering requirements, research/interviews, personas, workflows, wireframes and high-fidelity designs using Figma.
- Engaging Product Owners, Business Analysts, stakeholders and customers to gather requirements, conduct research/interviews, define personas and workflows, and translate insights into wireframes and high-fidelity designs using Figma.
- Presenting design solutions to customers and internal stakeholders, incorporating feedback through iterations and driving designs through review and approval.
- Applying ChatGPT, Claude, Figma Make and MCP with AI-enabled skills/agents to streamline design-system-driven ideation, prototyping and feature design.
- Designing AI-enabled dashboards, recommendations and summarisation experiences while applying Human-AI interaction principles and WCAG guidelines, supported by manual and automated accessibility testing.
- Mentoring 3 designers, while contributing to UX governance, product roadmap activities and international client engagements across the UK, US and UAE.

Highlights:

- Created AI-assisted skills/agents that applied established UX processes and Design System standards to generate structured feature concepts and prototypes.
- Converted research, interviews and usability testing into a structured AI-assisted workflow for consistent UX execution.
- Contributed to the design evolution of a 13–14-module enterprise platform serving ~60 paid customers globally, translating complex business and user requirements into scalable, intuitive and consistent product experiences.

CERTIFICATIONS

- Build Wireframes and Low-Fidelity Prototypes | Coursera | Nov'25
- Start the UX Design Process: Empathize, Define, and Ideate | Coursera | Nov'25
- Foundations of User Experience (UX) Design | Coursera | Nov'25
- Design Leadership, UX Strategy & Agile UX

AWARDS

Design Excellence Award | 2024
Recognised for outstanding contributions to user experience design.

Best Mobile Experience | 2019
Recognised for a mobile-first project that enhanced usability.

Best Employer of the Year | 2012
Recognised for contributing to a positive work environment.

EDUCATION

2008 – 2009 | Web Diploma | Prism Multimedia | Hyderabad

2003 – 2006 | Bachelor's Degree | R J C Degree College | Khammam

- Increased product adoption and usage through user-centric redesigns, contributing to a 60% increase in adoption/usage.
- Streamlined task completion and workflow efficiency by simplifying complex product workflows, reducing task time/manual effort by 60%.
- Elevated usability and experience quality across key product journeys, driving a 50% improvement in UX / satisfaction metrics.
- Accelerated product conversion and activation by optimising key user journeys, contributing to a 50% uplift in conversion/activation rate.
- Strengthened design quality and production fidelity through design QA and systematic validation, reducing design/implementation discrepancies or post-development fixes by 50%.
- Simplified information architecture and navigation across complex products, reducing navigation steps/task effort by 50% and improving findability and completion.

Aug'22 – Nov'22 | Product Specialist, Design | Arete-IR LLP | Hyderabad

Key Result Areas:

- Translated complex security workflows and requirements into intuitive user flows, interfaces and product experiences.
- Worked with Product and Engineering teams to refine workflows, evaluate design solutions and strengthen design-to-development alignment.
- Presented and iterated design solutions based on stakeholder inputs, ensuring usability across security-focused applications.

May'21 – Aug'22 | UI UX Project Manager | KFin Technologies | Hyderabad

Key Result Areas:

- Translated complex business and functional requirements into structured UX flows, prototypes and product interfaces for financial-services applications.
- Designed transaction, compliance and analytics workflows, simplifying multi-step processes and improving information clarity for users.
- Partnered with Product, Engineering and business stakeholders to define requirements, validate design solutions and support implementation.
- Standardised UX workflows and design practices across initiatives to improve consistency in design execution.
- Coordinated design delivery, reviews and knowledge sharing across multiple concurrent UX initiatives.

Feb'16 – May'21 | UI UX Designer | Microcom Solution Pvt. Ltd. | Hyderabad

Key Result Areas:

- Designed enterprise applications on Microsoft SharePoint and Liferay, covering UX flows, wireframes, prototypes and high-fidelity interfaces.
- Collaborated with Product Owners and developers to refine requirements, validate designs and support implementation.
- Applied structured interaction patterns and reusable UI elements to maintain consistency across enterprise applications.

Mar'15 – Jan'16 | UI UX Designer | Garuda IT Services | Hyderabad

Key Result Areas:

- Conducted user research and translated insights into wireframes, interactive prototypes and high-fidelity designs.
- Worked with Product Managers and developers to deliver product experiences using reusable design components and patterns.

Nov'10 – Mar'15 | Software Web Developer & Designer | Motto Systems | Hyderabad

Key Result Areas:

- Designed and developed responsive websites using HTML, CSS and Bootstrap.
- Delivered accessible, SEO-friendly and cross-browser-compatible web experiences aligned with business requirements.

Oct'09 – Nov'10 | Web Designer | 9Arts Media Pvt. Ltd. | Hyderabad