

Rambabu Chirra

Principal Product Designer

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Portfolio:
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Professional Summary

UX Architect with 15+ years of experience designing enterprise SaaS, AI-powered, and data-driven digital products. Expertise in UX Strategy, Information Architecture, Product Discovery, User Research, Design Systems, and Human-Centered Design. Proven track record of transforming complex business challenges into intuitive, scalable experiences that improve adoption, efficiency, and business outcomes. Passionate about AI-driven innovation, design leadership, and mentoring high-performing teams.

Core Skills

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|---------------------|----------------------------|--------------|--------------|
| • UX Strategy | • Information Architecture | • Figma | • Jira |
| • AI Product Design | • Generative AI | • Figma Make | • Confluence |
| • Enterprise SaaS | • User Research | • Adobe XD | • ChatGPT |
| • Product Discovery | • Human-AI Interaction | • Claude | • Gemini |
| • Design Systems | • UX Leadership | • UXPilot | • Sketch |
| • Product Strategy | • Agile | | |

Professional Experience

OvalEdge India Private Limited | Principal Product Designer

DEC 2022 TO PRESENT, HYDERABAD

Led end-to-end UX strategy for enterprise products, partnering with Product, Engineering, and stakeholders to deliver scalable, user-centered experiences. Drove product discovery, user research, design systems, accessibility, and UX governance while mentoring teams and fostering design excellence.

- Improved design consistency across enterprise products by establishing scalable Design Systems.
- Reduced design-to-development effort through standardized UX patterns and reusable components.
- Enhanced user adoption by simplifying complex enterprise workflows through research-driven UX.
- Accelerated product delivery by streamlining design collaboration between Product, Engineering, and Design teams.

Arete-IR LLP | Product Specialist, Design

AUG 2022 TO NOV 2022, HYDERABAD

Collaborated with cross-functional teams to deliver secure, user-centered product experiences by aligning design strategy with business goals and translating complex cybersecurity workflows into intuitive, high-trust interfaces.

- Improved usability by redesigning complex cybersecurity workflows into intuitive, high-trust user experiences.
- Enhanced collaboration between Product and Engineering through user-centered design practices.

Kfin Technologies | UI UX Project Manager

MAY 2021 TO AUG 2022, HYDERABAD

Led UX initiatives for SaaS-based financial platforms, delivering user-centered experiences for mutual funds, AIFs, and wealth management solutions. Collaborated with Product, Engineering, and business teams to define UX strategy and streamline transaction, compliance, and analytics workflows.

- Simplified financial workflows for transaction management, compliance, and analytics, improving overall user efficiency.
- Delivered user-centered SaaS experiences for mutual funds, AIFs, and wealth management platforms.

Microcom Solution Pvt,Ltd | UI UX Designer

FEB 2016 TO MAY 2021, HYDERABAD

Designed intuitive, user-centered interfaces for enterprise applications on Microsoft SharePoint and Liferay. Collaborated with product owners and developers to transform business requirements into wireframes, prototypes, and high-fidelity designs that improved usability and accessibility.

- Improved usability and accessibility by designing intuitive enterprise interfaces and interactive prototypes.

Garudah IT Services | UI UX Designer

MAR 2015 TO JAN 2016, HYDERABAD

Conducted user research to identify user needs and translated insights into wireframes, interactive prototypes, and high-fidelity designs. Collaborated with Product Managers and developers to deliver user-centered solutions and maintain scalable design systems.

- Established reusable design components to improve consistency and accelerate product design.

Motto Systems | Software Web Developer & Designer

NOV 2010 TO MAR 2015, HYDERABAD

Designed and developed responsive, user-friendly websites using HTML, CSS, and Bootstrap. Collaborated with cross-functional teams to deliver optimized, accessible, and SEO-friendly web solutions aligned with business and user needs.

- Delivered responsive, SEO-friendly websites that improved user experience and cross-browser compatibility.

gArts Media Pvt. Ltd | Web Designer

OCT 2009 TO NOV 2010, HYDERABAD

Designed responsive, user-centric websites and web templates using HTML and CSS. Collaborated with developers to deliver accessible, high-performance, and cross-browser compatible web experiences while maintaining brand consistency.

Education

Bachelors Degree | R J C Degree College

2003 TO 2006, KHAMMAM

Web Diploma | Prism Multimedia

2008 TO 2009, HYDERABAD

Build Wireframes and Low-Fidelity Prototypes | Coursera

NOVEMBER 2025

Start the UX Design Process: Empathize, Define, and Ideate | Coursera

NOVEMBER 2025

Foundations of User Experience (UX) Design | Coursera

NOVEMBER 2025

Awards

Design Excellence Award - 2024

Awarded Design Excellence Award in 2024 for outstanding contributions to user experience design

Best Mobile Experience - 2019

Achieved Best Mobile Experience award in 2019 for a mobile-first project that enhanced usability.

Best Employer of the Year - 2012

Recognized as Best Employer of the Year in 2012 for fostering a positive work environment.

Professional Development

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- Advanced skills in AI-powered design tools (UXPilot, Magician AI, Galileo AI).
 - Certified in Design Leadership, UX Strategy, and Agile UX.
 - Active in UX conferences and continuous learning on emerging technologies (Voice, AR/VR, AI UX).
 - Mentor teams in human-centered design and scalable design systems.