

# Bethi Ravi Kiran

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## SUMMARY

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I am a UX Design professional with 5 years of experience in helping organisations achieve their business goals by increasing conversion rates, boosting brand perception, enhancing UX. I have worked across industries including Sports(Cricket), EdTech, Realstate, Logistics, IOT Project. In the last 2 years I've achieved 180% revenue boost of a credit line product through innovative UX strategies.

*"I had the pleasure of working with Ravi Kiran at Prodevbase Technology on the Medintelx Mix project. His expertise as a UI/UX Designer was outstanding, turning complex workflows into intuitive, user-friendly designs. Ravi's creativity, attention to detail, and collaborative spirit made a significant impact on the project's success. I highly recommend him for his dedication and exceptional design skills."*

~Premkumar Reddy Sangapuram, Data Scientist, Hyderabad

## SKILLS

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**Design skills:** UX Strategy, User Research, Competitor Analysis, Building Style Guides, Usability Testing, Accesibility Testing, Data Driven Design, Design Thinking, Cross-functional Collaboration

**Technical skills:** Adobe creative suite, Figma, Figjam, Zeplin, Miro, Jira, Confluence, Google Analytics

## EXPERIENCE

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### CRICCENTER

HYDERABAD, INDIA

UI/ UX Designer

Aug 2024 - till date

- Made the onboarding process 26% faster for users, accelerating client readiness by 8 days through a comprehensive redesign.
- Spearheaded the rapid design and deployment of a new website for criccenter within 28 days, significantly enhancing brand visibility.
- Conducted comprehensive accessibility testing for both web and mobile platforms, ensuring compliance with accessibility standards and providing an inclusive experience for all users.

### PRODEVBASE TECHNOLOGIES

HYDERABAD,INDIA

UI/ UX Designer

June 2022 to Mar 2024

- Boosted user engagement by 20% for Stumps and Bails within just 3 months through a website redesign.
- Reduced bounce rate by 10% within two months through website redesign, resulting in a threefold increase in user session time.
- Delivered designs adhering to WCAG accessibility standards to ensure inclusivity for all users.

## INOVIES

HYDERABAD, INDIA

UI/ UX Designer

Mar 2021 to Sep 2021

- Streamlined workflows and layouts, resulting in a 70% task completion rate and improved user satisfaction.
- Created intuitive interfaces that reduced user error rates by 10%, backed by comprehensive usability testing and iterative design.
- Designed captivating landing pages for PMI PCC and IMT Hyderabad to support advertisement campaigns.

## AGARWAL PACKERS & MOVERS

HYDERABAD, INDIA

Web Designer

Sep 2019 to Mar 2020

- Boosted overall revenue by 40% in 6 months with zero additional costs.
- Crafted engaging landing pages for Packers & Movers websites to drive advertisement campaign success.
- Applied UX strategies that led to a significant increase in website views.

## SR FUTURE GATEWAY SOFTWARE SERVICES

WARANGAL, INDIA

UI/ UX Designer

Sep 2018 to Aug 2019

- Delivered responsive designs in compliance with WCAG accessibility standards, ensuring inclusivity for diverse user groups, and created engaging web pages for real estate, education websites, and LMS & RMS portals.
- Recognized as 'Employee of the Month' for four consecutive months for providing exceptional solutions for the Lorrywalaonline website.

## EDUCATION

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### MASTER OF BUSINESS ADMINISTRATION – (HR)

WARANGAL, INDIA

Kakatiya University

2019 to 2021

### BACHELOR OF ENGINEERING – (EEE)

WARANGAL, INDIA

Jawaharlal Nehru University

2012 to 2016

## CERTIFICATIONS

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- Professional Bootcamp in UI/ UX Design - (Sep 2021)
- Certified Core UX Designer – (Dec 2024)

## ADDITIONAL INFORMATION

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- Received 'Employee of the Month' continuously for 4 months for exceptional design solutions for Lorrywalaonline website.
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