Mallesh Gurram
UI/UX and Visual Designer

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Online portfolio: **www.gurram.ca**

Summary

Senior User Interface, Experience, and Visual Designer, with a proven track record of directing and designing high profile, industry-leading, innovative desktop, tablet, and mobile applications. Skills included Creative Direction, UX Design, Research, Persona Development, Brainstorming & Ideation, Wireframing, Journey Mapping, Interactive Prototyping, Usability Testing, UI Design, Visual Design, Dashboards, Design Systems, Content Management System (CMS), Brand Identity, Print Design, Video & Motion Graphics. Vast experience with understanding the aspirations and behavior of real people interpreted business goals and functional requirements to create user-centered UX/UI and Visual design solutions. Work in a cross-functional environment with stakeholders, product owners, C-level executives, dev teams, and marketing and creative teams.

Design Tools

Proficient in **Sketch, Adobe XD, Figma, InVisionApp**, Axure RP, Visio, **Abstract**, **Zeplin** prototype tools, and **Adobe Creative Cloud: Illustrator, Photoshop, InDesign, Acrobat, Dreamweaver, After Effects, PremierePro,** including HTML5, basic CSS, and JavaScript technologies.

Professional Experience

Senior UI/UX and Visual Designer
FedEx Corporation Dallas, TX   Jan 2021 to July 2021

As a FedEx consultant-led UX/UI and Visual design on multiple responsive web and mobile application (iOS and Android) projects, while helping implement a user-centered design methodology. Collaborated closely on product planning and execution with key stakeholders across FedEx Products, Business and Development teams in Dallas, and partnered with my UX, UI, visual designers to produce intuitive, delightful user experiences.

- **UX Design:** As a UX specialist, I partnering with various designers to work through the early stages of a design or product working from strategy and feature definition into wireframes, sketching and prototyping, copywriting, testing, and iterating

- **Interaction Design:** Creating concept models, heuristic reviews, sitemaps, process flows, sketches, wireframes, prototypes, UI frameworks, mockups, brand style guidelines, design specifications, icons, and final pixel assets, and detailed specifications for responsive web, tablet, and mobile applications

- **Collaboration:** Working closely with visual, copy, production, and programming team members to create intuitive, delightful user experiences. Loved every minute of it!

Senior UI/UX and Visual Designer
Marsh and McLennan Phoenix, AZ   Oct 2018 to Dec 2020

Led, designed, and produced high-quality, scalable, user-centered design projects, from concept and strategy to completion. Managed all aspects of user experience design delivery, including the production of wireframes, mockup templates, sitemaps, interactive prototypes, user testing, user flows, heuristic evaluations, responsive designs, and produced pixel-ready assets.

• Created and produced Marsh web, tablet, and mobile insurance-based applications for Tesla vehicles aligning with their brand identity (the Netherlands, Germany, USA, Canada, and Hong Kong), Block chain, Cypherpunks Risk Exchange, and Marsh Claim Review Solutions
• Supported Marsh product teams with their digital product design, wireframes, prototyping, designing for chat-bots, dashboards, user testing, iterations, data visualizations on the business side, and performed industry and competitive analysis

Senior UI/UX Designer
Apple Inc. Sunnyvale, CA   Apr 2018 to Sep 2018

Lead, design, and produce high-quality, scalable user-centered design projects for SAP Global Systems, from concept and strategy to completion. Manage all aspects of user experience design delivery, including the production of UI framework wireframes, sitemaps, interactive prototypes, and responsive designs.

• Experienced in user-centered design, and is hands-on from the initial wireframes to developing prototypes and providing final assets
• Delivered wireframes, UI frameworks, mockups, interactive prototypes, design specifications, final pixel assets, icons, etc.

Senior UI/UX and Visual Designer
DellEMC Burlington, ON - Canada   Oct 2011 to Feb 2018

Post Dell/EMC merger (Oct 2016) to Dell Technologies, applied accumulated experience to create, develop, and improve existing pages, design new campaign pages and advanced UX/UI, Visual designs, and successfully deliver digital/prints for stakeholders across a broad range of training industries as per brand guidelines on time and within budget. Ensured compliance with look and feel of Internal, External, Partners, and Social Media for newly-formed Dell EMC Education Services.

• Lead design division across Dell EMC Education Services training course products and championed UX/UI design as a critical part of an agile software development process. Conducted on-site user interviews and ran usability testing sessions to better understand the goals and pain points of users and co-ordinated sessions with clients and stakeholders to define features and interactions, leading to high-fidelity mockups for the design and product development teams

Senior UI and Visual Designer
EMC corporation Franklin, MA   July 2008 to Jan 2011

Visual/UI Designer enabling ENC Education Services website enhancement and re-launch Initiatives. Drove over 4 million views per year to External and Internal ENC Education Services websites. Created and produced several key documentation (Sitemaps, Learning Management System-LMS UI function flow diagrams, clickable prototypes, templates, and printed collateral, posters, grasshoppers, and trade show showcase designs) to guide the reconstruction of the internal website and expansion of the external website.

- Created and produced internal, external, and partner deliverables including wireframes, site maps, interaction flows, storyboards, paper & clickable prototypes, content inventories, taxonomies, and detailed functional specifications
- Created effective visual design solutions to support marketing and merchandising campaigns, newsletters, banner ads, social media and more, across offline, online and mobile marketing channels
- Designed and execution of client desktop, tablet, and mobile websites, along with the development of interactive applications
- Print design of collateral, signage, flyers, brochures, grasshoppers, standees, event arches packaging, design systems, developed brand style guide, and many more

UX and UI Designer
Neilmed Pharmaceuticals Santa Rosa, CA   Dec 2005 to June 2008

Collaborated with two other designers to design a web, tablet, and mobile app for an early-stage startup. Based on design decisions for onboarding screens and booking process form upon qualitative and quantitative user research. Developed product roadmap and defined feature priorities by working closely with stakeholders.

Credentials Earned: Academic and professional

Master of Fine Arts (Media Design - MDMFA) 2020-2021
Full Sail University, Florida-USA

Bachelor of Fine Arts (B.F.A. - Applied Arts) 1987-1993
JNTU College of Fine Arts, Hyderabad-India

The Science and Art of Effective Web and Application Design 2015
Human Factors International, Inc., Toronto, ON, Canada

Intangibles

Known for my positive attitude, hardworking, focused professional, highly motivated, enthusiastic, self or minimal directed, the ambition to push creativity, challenge established thinking to create the best work possible, perform well under pressure, thrive in a dead-line-driven environment, strong interpersonal skills, easily build friendly working relationships, a strong believer in continuous learning driven by innate curiosity, willingness to take on, and solve problems.