RANGA RAJU ELURI

Sr. UI/UX Designer

Email: rangaraj.eluri@gmail.com **Phone:** 9966671929
Linkedin | www.rangaraju.in



ABOUT ME

Senior UI/UX Designer with 14+ years of experience designing enterprise and consumer digital experiences across healthcare, finance, business applications, and digital transformation initiatives. Experienced in leading end-to-end UX—from discovery, user research and journey mapping through information architecture, interaction design, prototyping, design systems, and high-fidelity UI.

Specialized in translating complex business and technology requirements into simple, intuitive user experiences. Increasingly focused on AI-powered experiences, AI-assisted design workflows, conversational interfaces, intelligent recommendations, and human-AI interaction patterns that improve usability, transparency, trust, and user control.

CORE COMPETENCIES

UX Strategy & Research

- User Research & Stakeholder Interviews
- Usability Testing
- Personas & Empathy Mapping
- Customer Journey Mapping
- User Flows & Information Architecture
- UX Strategy

AI-Assisted Design

- AI-Assisted Ideation & Concept Exploration
- Prompt Design for UX Workflows
- AI-Assisted Research Synthesis
- Generative AI Workflows in Design
- ChatGPT, Perplexity, Claud
- Figma AI, Adobe XD

Interaction & Product Design

- Wireframing & Interaction Design
- High-Fidelity Prototyping
- Responsive Web & Mobile Design
- Design Systems & Component Libraries
- Accessibility & Inclusive Design
- Design Patterns

Leadership & Collaboration

- End-to-End UX Ownership
- Cross-Functional Collaboration (Product, Engineering, QA)
- Design Reviews & UX Critique
- Design Mentoring
- Stakeholder Presentations
- UX Standards & Design Governance

ROLES & RESPONSIBILITIES

Strategy & Leadership

- Owns end-to-end UX strategy and product design — from discovery, research, and problem definition through information architecture, interaction design, prototyping, and developer handoff.
- Designs intuitive experiences for complex enterprise and consumer workflows, translating ambiguous business, technical, and user requirements into simple, accessible, and scalable solutions.
- Establishes UX best practices, design standards, and repeatable processes, championing user-centered design across cross-functional teams and leadership.

AI-Driven Design

- Explores AI-powered experience concepts, including AI-assisted workflows, intelligent recommendations, conversational interfaces, and AI-supported decision-making.

- Applies human-centered AI principles to help users understand AI capabilities, limitations, and recommendations, ensuring transparency and user control.
- Designs for AI uncertainty and failure states — error handling, correction flows, fallback experiences, and clear communication of system limitations.
- Uses AI tools (ChatGPT, Perplexity, AI-assisted design workflows) to accelerate ideation, research synthesis, content generation, and prototyping.
- Develops structured, reusable prompts to generate, evaluate, and refine design concepts, UX content, and research outputs.

Research & Insights

- Plans and leads user interviews, stakeholder interviews, usability testing, and competitive analysis, synthesizing findings into actionable UX insights.
- Translates research into personas, empathy maps, mental models, customer journeys, and user flows.

Design Execution

- Builds scalable design systems, reusable components, and interaction patterns to maintain consistency across products and platforms.
- Creates high-fidelity interactive Figma prototypes to communicate product behavior, interaction models, and AI-assisted workflows to stakeholders and engineers.

Collaboration & Influence

- Partners with Product, Engineering, QA, and Business stakeholders throughout Agile/Scrum cycles to ensure design feasibility and implementation quality.
- Presents UX concepts, research findings, and design recommendations to stakeholders and leadership, facilitating alignment and informed decisions.
- Mentors junior designers, conducts design reviews, and provides feedback to improve UX quality and consistency.

CLIENTS WORKED

P&G (Proctor & Gamble), Nestle, Wind River Environmental, Commonwealth, Driven Brands, Duracell, Harsco, Novelis, Boroughs, Clean Harbors, SOMPO International

EMPLOYMENT HISTORY

1. **Sr. UI/UX Designer** | Vertex Computer Systems Inc. — *Hyderabad (08/2012 – Present)*
2. **Sr. Web & UI Designer** | Talent Logic Pvt. Ltd. — *Hyderabad (05/2011 – 07/2012)*
3. **Sr. Web Designer** | Vijayanthi Tele Ventures Pvt. Ltd. — *Hyderabad (10/2008 – 05/2011)*
4. **Web Designer** | Sachi InfoTech Pvt. Ltd. — *Hyderabad (09/2006 – 10/2008)*
5. **Associate** | Novacom Digitronics Pvt. Ltd. — *Hyderabad (08/2003 – 09/2006)*

CERTIFICATIONS & EDUCATION

- **Certifications:** Google **UI/UX Design** | Coursera | **UI/UX Design with AI** – Tinkerer Lab, IIT Hyderabad April - 2025
- **Education:** B. Com – Nagarjuna University, Vijayawada
- **Languages:** English, Hindi, Telugu