

Durga Prasad

[Lead UI UX Designer](#) | [LinkedIn](#) | [Portfolio](#) | [+91 9676688135](#) | [Mail Me](#) →

About

Lead UI UX Designer with 9 years of experience in user experience and interface design, complemented by 5 years of front-end design expertise across web and mobile platforms.

Proficient in the Design Thinking process, including user research, wireframing, high-fidelity visual design, interactive prototyping, and creating responsive, scalable layouts.

Demonstrates strong expertise in usability best practices, accessibility standards (WCAG), and the end-to-end product development lifecycle, with a passion for crafting intuitive, high-impact digital experiences that balance user needs, technical feasibility, and business objectives.

Work Experience

VIRTUSA

Lead Consultant | Oct 2018 - Present | Full time

Designed UX/UI for Citi bank Email Distribution Tool (EDT), an internal application used globally for bulk email communication. Enhanced CKEditor with custom plugins and templates aligned to Citi brand guidelines, enabling consistent and user-friendly email creation.

TECH MAHINDRA

Sr. Software Engineer | Mar 2014 - Oct 2018 | Full time

Led the redesign of the Singapore Aviation Academy (SAA) website using modern UI/UX trends and responsive design on the Liferay platform. Delivered an improved user experience for showcasing SAA's aviation training programs schools.

VARSun eTECHNOLOGIES

UI Designer | Nov 2012 - Feb 2014 | Full time

Design visually engaging and user interfaces for web and mobile applications for internal and external applications

VSPLASH TECH LABS PVT LTD

Web/UI Designer | Nov 2010 - Nov 2012 | Full time

creating wireframes, delivering visual designs, and converting designs into responsive HTML using the Bootstrap framework. Handled UI changes, issue fixes, and ensured cross-browser compatibility.

Education

Andhra University

2004 - 2007

B.S.C - Bachelor of computer science

Certificates

- Google UX Design Certification
- Microsoft HTML, CSS Certification
- Web design Certification

Design Skills

- UX Research
- Visual Design
- High fidelity mockup
- Interactive workflow
- Accessibility
- Design System
- Wireframing
- Prototyping
- Usability Testing

Front-end Skills

- HTML mockups
- Responsive design
- CSS frameworks
- JavaScript

Collaboration & Process

- Product Owner Collaboration
- Stakeholder Alignment
- Design Reviews & Feedback Incorporation

Tools

