



ITHA HARIBABU

Lead UI/UX Designer

hariuiux.online

hari2designer@gmail.com

+91 9493814778

TECHNICAL SKILLS

 Figma

 Sketch

 Adobe Photoshop

 Adobe XD

 Adobe Illustrator

 Adobe Premier

 After Effects

 SketchUp

Collaboration Tools

 Figma

 Zeplin

 Invision

OBJECTIVE

I'm a UI/UX Designer with over 15 years of experience crafting web and mobile applications. I specialize in pixel-perfect design, wireframing, and prototyping, with a strong focus on usability and intuitive user journeys. I enjoy transforming ideas into visual concepts, solving complex design challenges, and delivering clean, effective interfaces. My expertise also extends to creative direction, graphic design, and logo development for strong brand identities.

ROLE & RESPONSIBILITIES

- Creating Web & Mobile Platform Designs with Pixel Perfect
- Sketching Ideas, Visualizing concepts, Wire Framing & Prototyping
- iOS, Android & Windows App Designs for different areas like Mobile, Tab, Kiosk & Desktop etc
- Creating Design System
- Graphic, Branding Design for corporate identity
- Style Guide Designs, Creating User Workflows
- Making Video Demonstrations
- Solving User Experience & Usability Road blocks & Following new designing Trends.
- Interest to learn new concepts in design
- Projects Execution and coordinating with programmers
- TEAM Coordinator for Design Team

DESIGN CERTIFICATION

Web, Mobile Application Design Certified from Human Factor International (HFI).

EDUCATION

B.Sc (Computers) from Vivekananda Degree College (SV University)
– Nellore, Andhra Pradesh, India

PROFESSIONAL EXPERIENCE

Feb 2021 to Till Date

Lucid Technologies INC

Lead UI/UX Designer

Exp: **4+ Year**

Developing brand strategy. Logo Designing, Icons Designing for Apps and Responsive Websites Using Latest version of Figma, Sketch, Adobe Photoshop, Illustrator, Zeplin and Invision.

Dec 2020 to Aug 2021

EnterPi Software Solutions Pvt. Ltd.

Senior UI/UX Designer

Exp: **10 Years**

Web Applications and Mobile Apps Design. Developing brand strategy. Logo Designing, Icons Designing for Apps and Responsive Websites Using Latest version of Figma, Sketch, Adobe Photoshop, Illustrator, Zeplin and Invision.

June 2008 to May 2010

Rama's Institute for Fertility

Web & Graphic designer

Exp: **2 Years**

Designed websites, Brouchers, and Banners using Photoshop & Illustrator.

June 2007 to May 2008

Arena Multimedia, Ameerpet, Hyderabad.

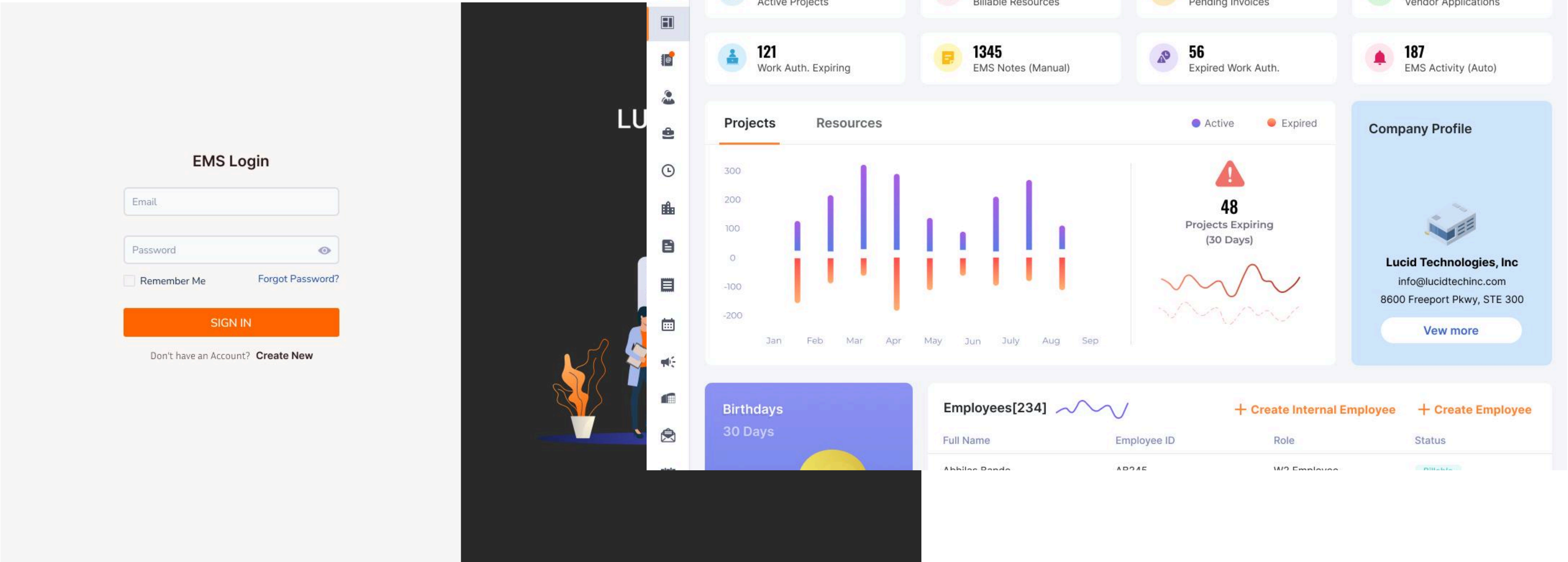
Faculty

Exp: **1 Year**

Worked as a Faculty for Photoshop, Illustrator, Coreldraw and Flash Animation

PORTFOLIO

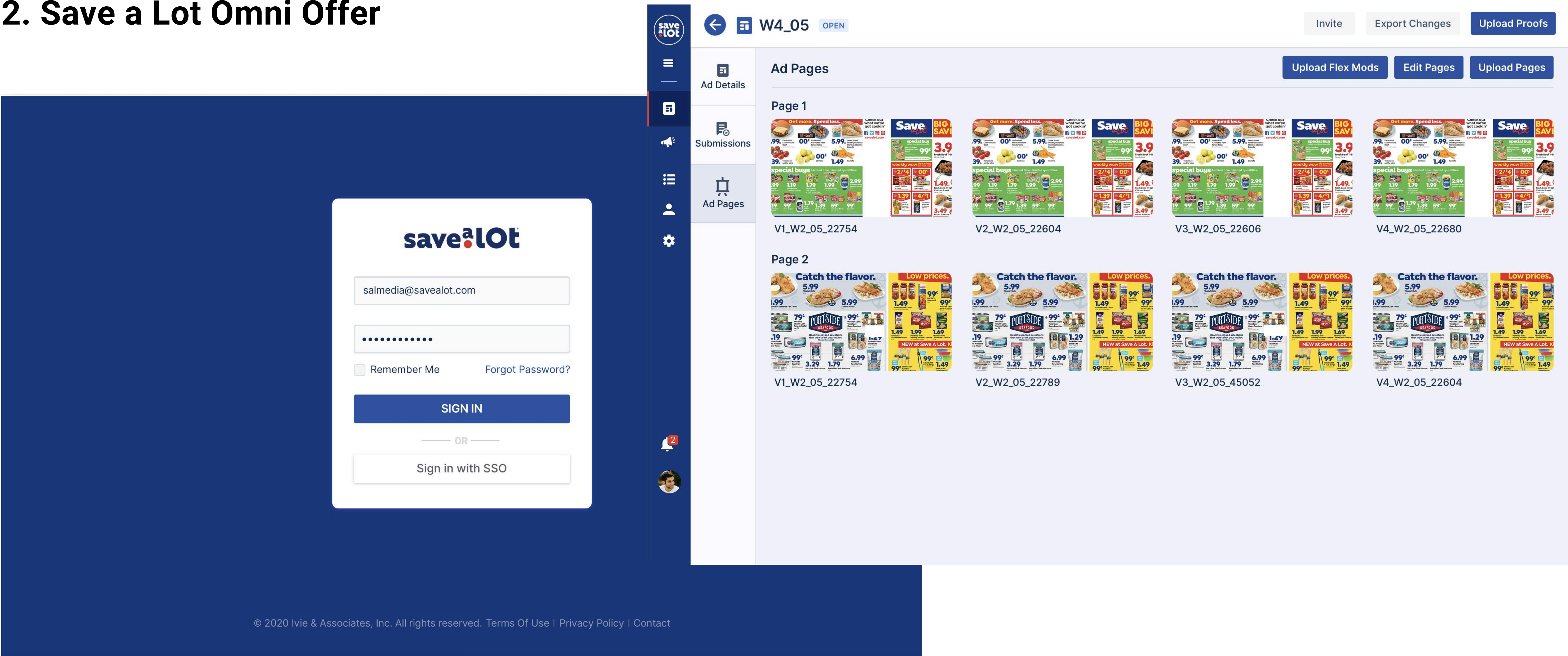
1. RAVES



Workforce Management

Smart Solutions for Hiring, Onboarding, Managing, and Developing Talent, Improving Efficiency, and Accelerating Growth

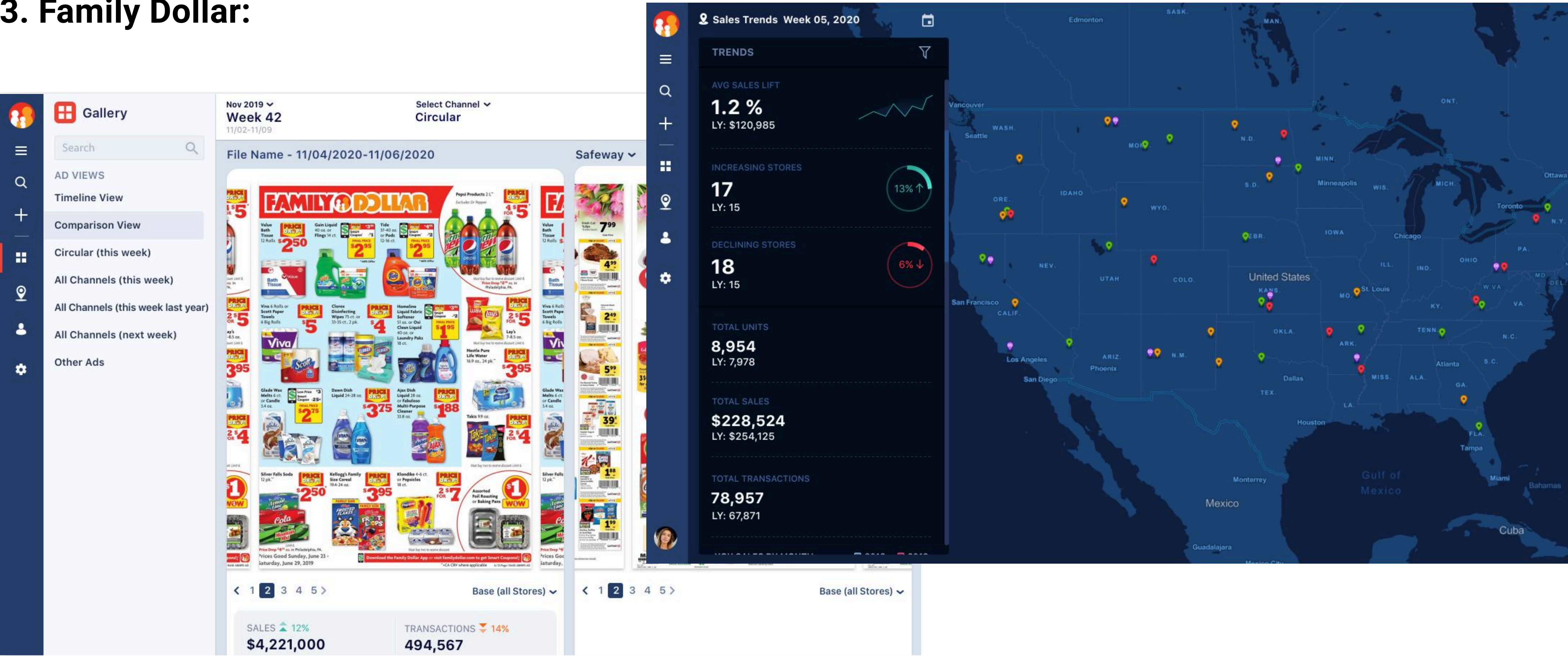
2. Save a Lot Omni Offer



Save a Lot is a discount supermarket chain based out in the United states. Save a lot omnioffer is custom developed to manage print production and to automate managing dealer/retail partner feedback rounds to publish more viable offers at a store level. It also records the changes and costs incurred by the retail partner in getting the change done.

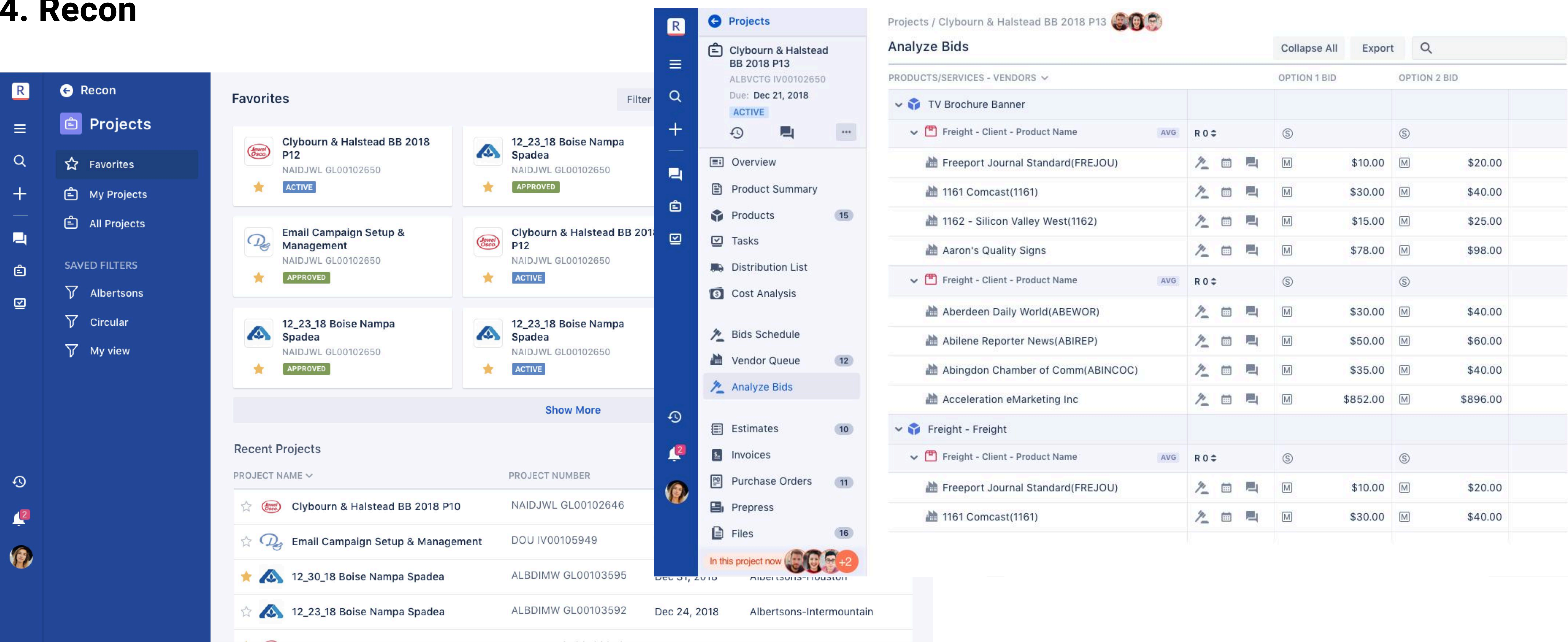
PORTFOLIO

3. Family Dollar:



An application built for Family Dollar Client where users can visually review the Ads running on various channels running across US and compare it with competitors and analyze the sales trends. A geographical representation of all Store locations including competitors can be filtered to visually understand the Store trends with respect to Sales, Units Sold and transactions made.

4. Recon



Recon is a large scale Procurement and Project Management application custom built to suffice the needs of largest Marketing Services and Technology Provider. It contains Procurement, Project Management, Messaging/Communicator, Accounting: Estimate, Purchase Order, Invoice and Product Portfolio management as its core modules

PORTFOLIO

Some of other projects

<https://virtumd.net/>

<https://mettlerhealth.com/>

<https://nrm-consultants.com/>

<https://northlakecardiologyandwellcarecenter.com/>

<https://metromedicalassociates.com/>

<http://www.healthtechsystem.com/>

<https://www.a2bfrisco.com/>

<http://www.jolttech.info/>

<https://indiatodayusa.com/>

<http://intelligroup.us/>

DECLARATION

I hereby declare that all the details furnished above are true to the best of my knowledge and belief.

Location: **Hyderabad**

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