Alakananda Thurlapati

Portland, Oregon | [Portfolio Link](#) | (510)361-1705 | alka.uxui@gmail.com

Sr. UX/UI Designer with 7+ years of experience delivering impactful and scalable designs for web and mobile platforms. Passionate about mentoring teams, collaborating across functions, and creating user-centered solutions that drive business growth and improve engagement.

EDUCATION

California State University, Eastbay **Hayward, CA**
Master of Arts in Interaction Design and Interactive Media Art/Masters - 3.76 CGPA *2021 - 2023*

WORK EXPERIENCE

Saphhire Software Solutions **Remote**
UX Designer *Aug 2024 - Present*

● Project: Designed an AI-driven restaurant management SaaS platform, improving menu selection time by 20% and reducing inventory waste by 15%.

● Collaborated in a cross-functional team of 5, with product managers and engineers to address operational inefficiencies.

● Overcame challenges in integrating AI algorithms by conducting iterative usability testing with 15+ users, refining the platform's predictive analytics feature.

● Built prototypes with a scalable design system in Figma for consistent user experience, reducing design delivery time by 30%.

TradeUp Exchange Corp **Beverley Hills, CA**
UX UI Design Consultant *Aug 2023 - Aug 2024*

● Project: E-commerce, online collectibles exchange platform. Led the design of a loyalty program, increasing retention by 20% and enhancing customer journeys through user-centered design and analytics-driven improvements.

● Utilized information architecture and navigation strategy to improve site navigation. Analyzed user behavior data using Tableau, Mixpanel, and Google Analytics to optimize navigation flows.

California State University, Eastbay (Associate Students Inc.) **Hayward, CA**
Visual Designer *Aug 2022 - May 2023*

● Designed visually compelling digital campaigns and interactive experiences that increased student engagement by 15%. Created a range of multimedia content for university events, enhancing the visibility and reach of campus initiatives.

K R mroads Pvt. Ltd. **India**
UI/UX Designer *Sept 2020 - July 2021*

● Project 1: Android interface, agriculture project: Designed and Coordinated with dev teams for end-to-end UX and UI to lead a bilingual, multi-user seed-to-sale platform, reducing errors by 40% and improving usability for a large-scale cross-platform RBAC (Role Based Access Control) experience. [View case study](#)

● Conducted stakeholder interviews and contextual inquiries, and constantly interacted with potential users. Interviewed 4 different user types involved in the solution to create a comprehensive interface with critical information architecture to balance multi-user errors.

● Created visual style guides and detailed spec files for easy design delivery. Introduced scalable design systems, ensuring consistency across touchpoints.

● Project 2: Web interface: Digital Talent Management Solution. Contributed to a SaaS application, paññã.ai by designing a personality assessment module. Continuously collaborated with cross-functional teams aiding in design decision-making and efficient design delivery.

Younify Applications Pvt. Ltd. **India**
Sr. UX Designer *May 2017 - August 2020*

● Project: Android and iOS interfaces: Designed an audio-centric platform, improving user retention by 25% through research-informed interactions. Led the entire design while focusing on balancing business needs with user needs for an RBAC app ensuring seamless multi-user experiences. [View case study](#)

● Performed user research, identified pain points, and conducted competitive analysis. Responsible for sketching, wireframing, rapid prototyping, and user interviews, including comprehensive design documentation for continuous iterative improvements.

● Collaborated with developers to implement responsive, mobile-first designs. Led design sprints, mentoring junior designers and fostering a collaborative design culture.

NOTABLE PROJECTS

● **GrowAlong** | **Masters Thesis** - A couples app designed to tackle any relationship's "still waters" by keeping it fun and light. Designed a gamified app for couples, integrating user feedback to create an engaging experience [View case study](#)
● **Internet Archive (externship)** - Developed interactive designs based on research to make archives more accessible. A new feature introduction to conceptualize archives into meaningful summaries. [View case study](#)

SKILLS

● Figma, Sketch, Adobe XD, Balsamiq, UXpin, Adobe Creative Suite

● Flinto, Principle, InDesign, Adobe After Effects, Zeplin, Marvel, HTML5, CSS, JavaScript, Tableau

● Interaction Design, Accessibility standards, Mixpanel, Google Analytics, Design Systems, Information Architecture, Prototyping, User Research, Usability Testing, Design Systems, A/B Testing, Responsive Design, Agile, Cross-Functional Collaboration

CERTIFICATIONS

How To Design Experiences For AI *[Credential Link](#)* **IDF**
Human-Computer Interaction - HCI *[Credential Link](#)* **Interaction Design Foundation (IDF)**
Understanding Your Customer's Journey *[Credential Link](#)* **SAP**
Enterprise Design Thinking Practitioner *[Credential Link](#)* **IBM**
User Research - Methods and Best Practices *[Credential Link](#)* **IDF**