

# Dileep Kumar Chinka

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[LinkedIn Profile](#) [Behance portfolio](#)

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I'm a UI/UX Designer with over 3 years of experience seeking a challenging position in an organisation to expand and utilise my learning, skills and knowledge. I am creative, enthusiastic, smart working person and I see myself in a good position in the future.

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## Tools

Figma | Adobe XD | Adobe illustrator | Adobe Photoshop | Sketch | Framer |  
ChatGPT

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## Skills

User Interface | User Experience | Wireframing | Prototyping | Usability Studies  
Information Architecture | User Testing

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## Work Experience

### UI/UX Designer

Cotiviti | Durgam Cheruvu, Hyderabad **3 years**

- Designing the products with better user experience in **Mobile and Web applications**.
- Prototyping the design to check the product's **usability and functionality** thoroughly.
- Present and communicate insights in order to help shape long-term **product strategy**.
- Experience on the **Design Thinking Process** Such as understanding, analysing, defining, ideate, researching, surveying, conducting user interviews, wire framing, and usability testing best practices to mobile and web projects to improve conversion rates and better user experience.
- Conducted **A/B testing** and analyzed user behavior, making data-driven design decisions that improved the overall user experience and increased conversion rates.
- Champion **accessibility** initiatives, ensuring that designs comply with WCAG standards and providing guidance on inclusive design practices.
- Assisted **junior designers** in delivering design tasks by providing guidance, feedback, and support, ensuring adherence to design standards and project timelines.
- Worked on **multiple projects** simultaneously, delivering high-quality designs under tight deadlines and maintaining consistency across all products.

# Projects

## Cabs app

- Designed the user interface for a mobile cab booking application, contributing to a 40% increase in user adoption.
  - Conducted competitive analysis, user surveys, and usability tests to gather insights and refine designs.
  - Created wireframes, mockups, and interactive prototypes to communicate design concepts to stakeholders.
  - Collaborated with cross-functional teams to ensure seamless integration of design and functionality.
  - User Feedback System: Implemented a real-time feedback system for rides, enabling quick resolution of issues and improving overall service quality.
  - Real-Time Tracking: Enhanced the real-time tracking feature, providing users with accurate ETAs
  - Surge Pricing Communication: Improved the communication of surge pricing, resulting in better user understanding and acceptance.
  - Ride History: Designed a comprehensive ride history section, allowing users to easily view and manage past trips.
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## Banking app

- Collaborate with product managers, developers, and stakeholders to define and implement innovative solutions for product direction, visuals, and experience.
- Create wireframes, prototypes, and high-fidelity mockups to effectively communicate design ideas.
- Develop and maintain design systems and style guides to ensure a cohesive user experience across all products.
- Conducted user research and usability testing to gather insights and inform design decisions.
- Collaborated with cross-functional teams to ensure seamless integration of design solutions.
- A/B Testing: Conducted A/B testing on various design elements, resulting in a 15% increase in user satisfaction scores.
- Compliance & Accessibility: Ensured all designs complied with banking regulations and accessibility standards (WCAG 2.1), making the platform inclusive for all users.
- Data Visualization: Designed interactive dashboards for customers to visualize their spending patterns and financial health.

## Career roadmap Provider app

- Designed and developed the Job Journey app, a career guidance platform that helps students explore IT job roles, learn essential skills, and access curated educational resources, resulting in a more informed and prepared user base.
  - Implemented a user-friendly interface for the Job Journey app that simplifies navigation and enhances the user experience
  - Conducted extensive user research and testing to optimize the Job Journey app's design, ensuring it meets the needs of students transitioning into IT careers.
  - Developed a personalized onboarding process that gathers user information and suggests relevant IT job roles and roadmaps
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## Certificates

- Certificate course in AI for Designers from [Interaction Design Foundation](#).
  - Certificate course in UI/UX Designer from Digital Lync, Hyderabad.
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## Education

Xperts Junior College, Guntur	2014 - 2016
Intermediate   Score : 816	
Vignan's Institute of Technology, Vadlamudi, Guntur	2016 - 2020
Bachelor of Technology   Computer Science   CGPA : 7.05	