

LAXMINARAYANA AVULA

Senior UX/UI Designer | Product Design | UX Strategy | Design Systems

Hyderabad, India · Remote / Hybrid · Immediate Joiner · +91 8247750882 · avulalaxminarayana@gmail.com

[Linkedin](#) | [Behance](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Senior UX/UI Designer with 9+ years of experience designing B2B and B2C digital products across healthcare, SaaS, fintech, travel, cybersecurity, and enterprise platforms. Experienced in solving complex workflow challenges, optimizing transactional user journeys, and building scalable digital experiences aligned with business and user needs. Strong expertise in end-to-end product design, usability testing, interaction design, accessibility, stakeholder collaboration, and engineering handoff.

CORE SKILLS

Product Design:	Product Design · UX Strategy · User Experience Design · Interaction Design · User-Centered Design · Design Thinking · Information Architecture · User Flows · Journey Mapping
Research & Validation:	User Interviews · Usability Testing · Heuristic Evaluation · Card Sorting · Tree Testing · Research Synthesis · Jobs-to-be-Done · A/B Testing Collaboration
Design Execution:	Wireframing · Prototyping · High-Fidelity UI Design · Design Systems · Responsive Design Accessibility (WCAG 2.1 AA) · Design QA · Developer Handoff
Collaboration:	Stakeholder Management · Cross-functional Collaboration · Engineering Collaboration · Acceptance Criteria Definition · Agile / Scrum · Workshop Facilitation · Design Reviews
Tools:	Figma · Miro · Adobe Creative Suite

PROFESSIONAL EXPERIENCE

Senior UX/UI Designer | Fin Fit Technologies Pvt. Ltd. Aug 2024 – Present

Products: Fin Fit Club | EV Station Finder | BookARide | Classified Platform

Leading UX/UI design across multiple digital products spanning membership experiences, EV mobility, booking workflows, and marketplace ecosystems.

- Led end-to-end UX/UI design across multiple product initiatives from discovery to delivery
- Designed user journeys, wireframes, prototypes, and high-fidelity interfaces for mobile and web platforms
- Improved booking, discovery, and transactional workflows through user-centered design approaches
- Built reusable design systems and component libraries in Figma for consistency and faster execution
- Conducted competitor analysis and usability evaluations to improve user experience
- Supported engineering teams through design QA and developer handoff

Senior UX/UI Designer | ADQ Services LLP Jan 2024 – Jun 2024

Worked on enterprise product design initiatives focused on workflow simplification and scalable UX delivery.

- Designed workflow-driven UX experiences for enterprise applications
- Conducted accessibility reviews focused on usability and keyboard navigation
- Created structured design documentation and developer handoff specifications
- Collaborated with cross-functional teams to simplify enterprise workflows and improve delivery consistency
- Defined UX acceptance criteria to reduce ambiguity during development

Senior UX/UI Designer | Softobiz Technology Pvt. Ltd.

Sep 2022 – Nov 2023

Products: CyFox | EasyWebinar | FixFinder

Led UX design across multiple SaaS products serving distinct user groups.

- Designed complex cybersecurity dashboards and workflow-heavy SaaS experiences
- Improved onboarding and usability journeys using UX research insights
- Conducted usability testing to validate interaction design decisions
- Redesigned navigation structures and information architecture
- Built scalable reusable design systems for cross-product consistency
- Collaborated with engineering and product teams for implementation alignment

UX/UI Designer | Protos Healthcare Technologies Pvt. Ltd.

May 2021 – Oct 2022

Product: Skedoc – Doctor Discovery & Appointment Booking Platform

Led UX redesign for healthcare booking and telemedicine experiences.

- Redesigned doctor discovery and appointment booking workflows
- Simplified booking journeys through UX research and information architecture improvements
- Improved booking conversion through friction reduction strategies
- Conducted iterative usability validation for booking experiences
- Designed accessible component-driven healthcare interfaces
- Collaborated with clinical, product, and engineering stakeholders

UX/UI Designer & UI Developer | 9Flights Services Pvt. Ltd.

Aug 2012 – Apr 2021

Product: Flight & Hotel Booking Platform

Owned UX/UI design across transactional travel booking experiences.

- Designed end-to-end flight and hotel booking experiences
- Optimized checkout and booking workflows for conversion improvement
- Improved mobile-first booking usability and transactional flows
- Built reusable UI patterns and component consistency
- Worked closely with engineering teams to ensure implementation accuracy
- Used analytics insights and behavioral patterns to improve user journeys

SELECTED PROJECTS

Healthcare — Skedoc (Appointment Booking & Telemedicine UX)

Cybersecurity SaaS — CyFox (Security Analytics Dashboard UX)

Travel — Flight & Hotel Booking UX, BookARide

Mobility / EV — EV Station Finder

FinTech / Membership — Fin Fit Club

Marketplace — Classified Platform

EDUCATION

Bachelor of Arts

Dr. B.R. Ambedkar Open University | 2011 – 2014