

DHEERAJKUMAR REDDY ALLU

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PROFILE

Visual designer and UX professional with 6 years of experience crafting intuitive and aesthetically compelling digital experiences. Strong foundation in branding, layout, typography, and user-centered design, supported by hands-on expertise in Figma and Adobe tools. Currently advancing technical and strategic skills through a master's program, combining creativity with structured problem-solving. Passionate about transforming ideas into impactful visual narratives and contributing meaningfully to collaborative design teams.

PROFESSIONAL EXPERIENCE

Senior Ui/Ux Designer, Helson Software Solutions Pvt. Ltd.

August 2021 – May 2024 | Telangana, India.

- Took ownership of the end-to-end UX design process for enterprise workflow and content management products, starting with understanding user and business needs through discovery sessions and research, and translating those insights into interaction models, user flows, wireframes, and high-fidelity prototypes that balanced usability with technical feasibility.
- Partnered closely with cross-functional teams including product managers, developers, compliance stakeholders, sales teams, and leadership, to break down complex operational workflows and turn them into intuitive, structured experiences that supported both efficiency and user confidence.
- Facilitated design discussions and feedback sessions to align stakeholders on user experience goals, ensuring that design decisions reflected real user needs while also supporting broader product strategy.
- Led usability testing initiatives and workflow reviews to observe real user behavior, identify friction points, and continuously refine the experience, resulting in smoother navigation, improved task completion, and higher user adoption across enterprise platforms.
- Translated research findings and usability insights into actionable design improvements, iterating layouts, interactions, and content hierarchy to make the platform easier to learn and use.
- Developed and maintained scalable design patterns and reusable UX components, helping establish consistency across multiple product modules while enabling faster implementation and more efficient collaboration with engineering teams.
- Contributed to defining UX standards and best practices, supporting a more unified design approach across the product ecosystem and ensuring a consistent look and feel across different workflows.
- Created clear documentation including user flows, interaction guidelines, and design specifications to support smooth handoffs to development and reduce ambiguity during implementation.
- Worked in iterative development cycles, collaborating closely with developers during build phases to validate designs, address edge cases, and ensure the final experience matched the intended usability outcomes.
- Helped bridge the gap between business requirements and user expectations by advocating for user-centered design decisions while remaining mindful of technical and operational constraints.

User Experience Designer, Helson Software Solutions Pvt. Ltd.

June 2018 – August 2021 | Telangana, India.

- Supported UX design efforts for DMS and RMS modules within an Enterprise Content Management (ECM) platform, assisting in wireframing, prototyping, and interaction design to improve usability across key workflows.
- Collaborated with managers, senior designers & developers, and stakeholders to understand business requirements and translate ECM workflows into intuitive user interface solutions aligned with user needs.
- Assisted in UX research activities, including usability testing, user feedback sessions, and workflow analysis to identify usability issues and contribute to iterative design improvements.
- Created high-fidelity designs and interaction specifications while contributing to design documentation and reusable components to maintain consistency across the product suite.

TOOLS & TECHNOLOGIES

Design Tools: Figma, Cursor.ai, Adobe Photoshop, Adobe Illustrator, Adobe XD, InDesign, Miro, Framer

Design Expertise:

AI Driven UX, Visual Design & Branding, Visual Hierarchy, Analytical & Data Driven Design, Layout & Typography, UI/UX Design, Information Architecture, UX Writing, Wireframing & Prototyping, Design Systems, Interaction Design, Component Libraries, Product Thinking.

Technical Foundations:

HTML & CSS (Working Knowledge), Responsive Design Principles, Accessibility Standards (WCAG Basics)

Professional Skills:

Cross-Functional Collaboration, Creative Problem-Solving, Attention to Detail, Time Management, Stakeholder Communication, Adaptability

PROJECTS

PAYSAFE - Created a seamless and user-friendly payment process for both web and mobile applications, enabling users to pay their utility bills efficiently and securely.

NOBROKER HEURISTIC EVALUATION - No Broker is a Bangalore-based brokerage-free prop tech company that provides all sorts of real estate services under a marketplace, which includes buying, renting, packers & movers and home services.

EDUCATION

Master of Science (MSc), Avila University, Kansas City, MO

Concentration: Computer / Information Technology Services Administration & Management.

Bachelor of Science (BSc), Nova Academy of Education & Research, Tamil Nadu, India

Major: Computer Science • May 2017