

Srujana Puppala

User Experience Designer

Experienced UX Designer with 10+ years of expertise in designing intuitive and user-centered digital solutions for enterprise applications and platforms. Experienced in user research, wireframing, prototyping, interaction design, and usability testing. Proficient in collaborating with cross-functional teams to deliver scalable and business-focused experiences aligned with user goals and organizational goals.

EDUCATION

- PGDBM from Times Centre for Learning Limited (Times Pro, Bhubaneswar).
- B. TECH from Avanti Institute of Science and Technology

PROFESSIONAL OVERVIEW

- **Accenture Solutions | Feb 2022 – Present**
Digital Product Designer
- **Infosys Limited | Oct 2018 – Feb 2022**
UX Designer / Technology Analyst
- **Hi-Tech Media Network Pvt. Ltd. | June 2014 – Oct 2018:** Software Engineer

CORE SKILLS

UX Design: User research, information architecture, user flows, wireframing, prototyping, interaction design, usability testing and accessibility design.

UI Design: High-Fidelity UI design, responsive design, visual hierarchy, component-based design and design systems.

Tools & Technologies: Figma, Adobe XD, Photoshop, HTML5, CSS3, JavaScript, SAP UI5, Angular, React, Mendix and Ionic frameworks.

Methodologies: Agile, Design thinking principles, User-Centered Design, SDLC, Stakeholder Collaboration.

Project Management: Requirement gathering, Client Communication, Workshop facilitation, cross-functional collaboration and sprint planning.

ACHEIVEMENTS

- Recognized with client appreciations and leadership awards at Accenture for innovative design contributions.
- Won the INSTA Award at Infosys for exceptional performance in delivering user-focused solutions.
- Secured the **State-Level Winner** title in the Ramanujan Mathematical Competition.

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Portfolio: <https://srujanaportfolio.com>

CERTIFICATIONS

 [Generative AI: Introduction and Applications](#)

 [Google UX Design](#)

PROJECTS

SAP CONNECT

- Conducted stakeholder workshops and UX research to understand business and user requirements.
- Designed user flows, wireframes and interactive prototypes for enterprise workflows
- Collaborated with development teams to improve usability and streamline user interaction.
- Delivered product demos and training sessions for larger groups and designed promotional materials such as flyers, newsletters, and videos.

ONESAP CHATBOT

- Designed chatbot workflows and conversational user experiences for enterprise users.
- Created wireframes and prototypes to improve chatbot usability and accessibility.
- Worked closely with developers and stakeholders to align UX with business requirements.
- Supported project delivery through design walkthroughs and usability improvements.

IONIC DESIGN SYSTEM

- Designed reusable UI components and scalable design patterns for enterprise applications.
- Developed high-fidelity prototypes in Adobe XD aligned with branding guidelines.
- Collaborated with product and development teams to maintain design consistency.
- Improved cross-platform usability for web and mobile experiences.

NYLGBS PORTAL

- Conducted usability testing and analyzed user feedback to identify pain points.
- Designed responsive wireframes & high-fidelity screens in Figma for Desktop, Tablet & Mobile devices.
- Improved accessibility and usability by following WCAG guidelines.