

Sravan Puli

- Design Researcher
- Master of Arts in Design Management



I'm a designer by passion, shaped by various startup journeys navigating the realms of **B2B spaces**, **B2C spaces**, and **SaaS applications**, with expertise in building **Design Systems**

Work Experience

Founder & CEO @ WE Agency

AUGUST 2023 - PRESENT

- Ensured client satisfaction by managing clients, negotiating contracts, and delivering exceptional service.
- Built and led high-performing teams across various departments.
- Developed and Implemented strategies to retain existing clients and acquire new business.

UX Designer @ WTA Design Studio, Hyderabad

JULY 2023 - JUNE 2024

- Conducted user research, analyzed data, and identified design opportunities to inform strategic decisions.
- Worked cross-functionally to create wireframes, prototypes, and high-fidelity mockups for mobile and web products.
- Infused storytelling into UX design, creating engaging narratives for a cohesive and impactful user experience.

UX UI Designer @ Qurinom Solutions, Hyderabad

DEC 2021 - JUNE 2022

- Led user research initiatives, analyzing data to identify design opportunities and inform strategic design decisions.
- Leveraged storytelling techniques to communicate design rationale and user-centric solutions effectively within the team and stakeholders.

UX UI Designer @ Informatics India, Hyderabad

APRIL 2021 - OCT 2022

- Designed wireframes, prototypes, and visual designs for mobile and web-based products.

Contact

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Skills

- UX Research
- UX Design
- Interaction Design
- Visual Design
- Communication and Collaboration
- User Testing
- Branding + Identity

Tools

- Figma
- Figjam
- Sketch
- Adobe Creative Suite
- Marvel App
- Balsamiq
- Webflow
- Lottie Files
- Framer

Education

MA @ SCAD

MAJOR: DESIGN MANAGEMENT

B.Tech @ MGIT

MAJOR: ELECTRONICS & COMMUNICATIONS