

Durga Sai Teja Chilukuri

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Product Designer with 5+ years of experience delivering end-to-end user experiences across enterprise SaaS, HealthTech, AI/ML products, and marketing platforms. Skilled in translating complex problems into intuitive, accessible solutions - with hands-on experience designing for neurodiverse users, conversational UI, and AI-driven interfaces. Adept at building design systems from scratch, conducting user research, and collaborating cross-functionally to drive measurable business impact across web and mobile.

Professional Experience

UX/UI Designer

Purple Talk, Hyderabad

May 2025 - Feb 2026

- Took ownership of **design QC** for newly developed features, conducting deep frame-by-frame and end-to-end UX reviews, reducing post-release **UX issues by 10-20%**
- Collaborated closely with **frontend, HTML, and QA** teams to ensure accurate implementation of design intent and functional correctness.
- Contributed to **problem framing, ideation, and wire framing** across new features, evaluating multiple solutions instead of locking into a single design approach.
- Validated **end-to-end feature functionality** and user journeys, ensuring usability, edge-case handling, and experience continuity.
- Leveraged **AI-assisted design** and **UX evaluation** tools to explore design alternatives, review flows, and iteratively refine user experience.
- Accelerated feature readiness by proactively validating **edge cases** and user flows before release.

Product Design Consultant

CognitiveBotics, Hyderabad

Nov 2023 - Jun 2024

- Conducted in-depth **UX research** with parents, therapists, and Board Certified Behaviour Analysts to understand the needs of neurodiverse children.
- Designed experiences with strong emphasis on **accessibility** and **inclusivity**, accounting for sensory sensitivities (Autism, ADHD, Down syndrome).
- Improved web and mobile UI flows, reducing user **drop-off by 18%** and improving task completion rate.
- Collaborated with product managers to define **user stories, acceptance criteria, and UAT** plans.
- Leveraged **Jira and Confluence** for project tracking, requirements documentation, and team communication.
- Conducted **usability testing** and **behavioural analysis**, identifying key friction points and improving overall task success rates
- Led detailed **sprint grooming** sessions for complex features, enhancing cross-functional communication and engineering collaboration to meet agile delivery deadlines.

UX/UI Designer

Zivi Labs, Hyderabad

Oct 2022 - Oct 2023

- Adapt the UI/UX design to different screen sizes and devices, ensuring a **seamless experience** across desktop, mobile, and tablet platforms.
- Defined **information architecture** to improve navigation clarity and feature discoverability.
- Created and documented a comprehensive **UI/UX style guide**, including components, patterns, and usage guidelines.
- Designed an **AI/ML**-driven landing page aligned with data insights from the engineering team.
- Worked closely with developers by providing detailed design specifications and assets to ensure implementation accuracy.
- Reduced developer **handoff time by 20%** by providing structured design specs and reusable UI components

UX Designer

Copods, Pune

Sep 2021 - Aug 2022

- Identified key UX pain points and **improved user flows**, increasing task success rates by **15%** during internal evaluations
- Assisted in creating a comprehensive UI/UX design strategy which can improve the process in the **product lifecycle**.
- Partnered with product managers, developers, and designers to understand requirements and align on design objectives.
- Defined the **design language** for the products across the organisation with the help of product owners and design leads.

UX/UI Designer

Mavex, Hyderabad

Mar 2019 - Feb 2021

- Created and managed a thorough **design system**, to create consistency across digital assets and provide a unified customer experience.
- Participated in **brainstorming** sessions with the customers along with the product design team.
- Delivered UI designs for key pages, reducing design-to-development **gaps and improving** implementation accuracy
- Created **visual designs** for Home pages, Marketing posters, Pricing pages and Blog Pages from wireframes

Skills

Tools :	Figma, Figma Make, Sketch, Confluence, Jira, Miro
AI & Design :	AI-Assisted Design Tools (Claude, ChatGPT, Stitch), AI/ML product design
Core Skills :	User Research, Usability Testing, Wire framing, Prototyping, ID
Design Systems :	Visual Design, Information Architecture, Design System, Accessibility
Methods :	User Experience Design, Agile/Scrum, Sprint Grooming, UAT Planning

Certifications

DesignBoat School
Professional Boot Camp in UX/UI Design

Education

Dr.B.V.Raju Institute of Technology, Telangana
Bachelor's in Electronics and Communications