



Golla Yerriswamy

Lead UI/UX Designer

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Education

Bachelor of Arts (B.A.) – Psychology – Dr. B.R. Ambedkar Open University, Hyderabad, Telangana.

Certifications

Google UX Design Professional Certificate

Profile Summary

Strategic Lead UI/UX Designer with **14+ years of experience** delivering scalable, user-centered digital products across enterprise and startup environments. Strong expertise in **UX strategy, design systems, DesignOps, and accessibility**, with proven success translating complex business and technical requirements into engineering-ready solutions. Experienced working with global organizations, including **Hewlett Packard Enterprise (HPE)**, and Agile product teams.

- Designed and implemented **enterprise-grade design systems**, including for HPE, ensuring WCAG compliance and reducing engineering rework by **35%** through standardized components.
- Led the UX modernization of legacy enterprise platforms and storage software, increasing user adoption by **20%** and improving usability scores by **40%**.
- Reduced MVP design timelines by **30%** by integrating Figma AI for rapid prototyping, iteration, and stakeholder alignment.
- Mentored and led cross-functional design teams, improving collaboration and reducing overall project delivery time by **25%**.
- Strong technical understanding of **HTML5, CSS3, Bootstrap 5, and JavaScript**, enabling effective design-to-development handovers and technically viable solutions.

Professional Experience

Lead UIUX Designer at Self-Employed (UX Design Consultancy) Apr 2024 – Present

Serve as the lead UX architect for large-scale enterprise platforms and public infrastructure applications, transforming highly complex data environments into high-efficiency, intuitive digital products.

Key Contributions:

- Led end-to-end UX strategy for an enterprise **Governance, Risk & Compliance (GRC) dashboard**, restructuring complex compliance workflows and reducing task completion time by **30%**.
- Simplified multi-layered risk and audit data into actionable dashboard views, improving stakeholder decision efficiency by **25%**.
- Designed reusable, component-driven design system (tables, filters, charts, tokens), reducing design-to-development handoff time by **35%**.
- Conducted usability validation sessions that reduced cognitive load and improved first-time task success rate by **40%**.
- Re-architected information hierarchy, decreasing navigation friction and improving workflow clarity by **28%**.
- Architected engineering-ready documentation, reducing implementation rework by **20%**.

Additional Engagements (Under NDA)

Areas of Expertise

- User Research
- Wireframing
- Prototyping
- Visual Design
- Website Design
- Graphic Design
- Information Architecture
- Interaction Design
- Usability Testing
- Mobile Apps Design
- Admin Dashboards Design
- Front-End Development
- Responsive Design
- Collaboration and Communication
- Continuous Learning

Technical Proficiency

Design Ecosystem:

- Figma (Variables, Dev Mode).
- Axure RP
- Adobe XD
- Adobe CC
- Sketch

Design Systems & Ops:

- Zeroheight
- Storybook
- Zeplin
- Token Studio

Strategy & Research:

- Miro
- FigJam
- Hotjar
- Google Analytics

AP 104 Grievance Application – Admin Dashboard

- Redesigned grievance tracking workflows, improving case processing visibility by **35%**.
- Optimized filter and reporting system, reducing administrative review time by **25%**.

WealthGrow – Investment & Portfolio Journey

- Simplified portfolio visualization and transaction flows, increasing user confidence scores by **30%** (based on stakeholder feedback).
- Reduced drop-off rate in transaction journey by **22%** through clearer micro-interactions and contextual guidance.
- Improved mobile responsiveness and accessibility compliance, enhancing overall usability ratings.

Senior UI/UX Designer

Sep 2021 – Mar 2024

DYNPRO INDIA PVT. LTD. (Client: Hewlett Packard Enterprise)

- Recognized with **Best Employee Award (Q1–Q4 2023)** for consistent delivery of high-quality designs and strong collaboration with cross-functional teams.
- Designed user experiences for complex enterprise products including **Storage, Servers, and Data Centres**, aligned with the HPE Design System.
- Translated technical requirements into clear, user-friendly workflows and interfaces for enterprise software platforms.
- Used Figma (Auto Layout, Variables, components) to speed up wireframing and reduce design review cycles.
- Worked closely with Product Managers and Engineers to support product planning and delivery under tight timelines.

Key Measurable Achievements

- Redesigned core workflows for **Storage Supply Software**, increasing user adoption by **20%** and reducing support tickets by **15%** within six months.
- Improved usability of the Server Provisioning Portal by **25%**, reducing customer onboarding time by **30%**.
- Redesigned dashboards for a **Network Monitoring Tool**, reducing user errors by **40%** through a user-centred approach.

Senior UI/UX Designer

Sep 2016 – Sep 2021

V-SOFT CONSULTING

- Led design workshops and discovery sessions with clients to define user needs, personas, and business goals for e-commerce and mobile applications.
- Designed and rolled out a shared design system across multiple mobile apps, improving design consistency by **40%** and reducing development time by **25%**.
- Ensured WCAG accessibility compliance across digital products to support inclusive and accessible user experiences.
- E-Commerce Redesign (Yancey Rents): Improved user journeys and checkout flows, increasing conversions by **30%** and reducing bounce rates by **20%**.

Management & AI:

- Jira
- Confluence
- Agile methodologies
- Notion
- Figma AI
- ChatGPT

- Mobile App Engagement (Little Pink): Improved key user flows and added in-app messaging, increasing daily user engagement by **25%**.

Senior UI/UX Designer Aug 2015 – Mar 2016
PARTICIFUL INNOVATIONS PVT. LTD.

- Managed end-to-end UI/UX for B2B/B2C SaaS platforms, including HRMS and recruitment tools.
- Enhanced HRMS dashboards with real-time analytics, increasing user interaction with data features by 30%.

Web Designer Feb 2014 – Aug 2015
HIGHPOINTS TECHNOLOGIES PVT. LTD.

- Integrated badges and leaderboards into e-learning platforms, boosting course completion rates by 50%.
- Simplified core learning interfaces, reducing learner drop-off rates by 20%.

Web Designer Nov 2011 – Feb 2014
KRISH RADIANT SOLUTIONS INC.

- Delivered W3C-compliant PSD-to-HTML builds and optimized assets to improve website performance by 20%