

# Rudhra Rekapally

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## SUMMARY

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With over **2 years of experience**, I've had the pleasure of collaborating with clients from around the globe, partnering with talented developers, and leading a variety of projects. From designing mobile applications to creating my own unique design systems, I've turned complex UX challenges into delightful and intuitive user experiences.

## WORK EXPERIENCE

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**Compass Health Network**, Warrensburg, Mo.

Aug 2023 – Dec 2023

UI/UX Designer and Researcher (Founding).

- Led the UI/UX Design and research team to Identify 8 key market opportunities and differentiators through comprehensive competitive analysis of 24 competitors, leading to a 30% increase in project funding. Successfully transitioned the project from concept to development phase, driving business growth.
- Developed 5 detailed personas, journey maps and 37 User Interactive screens improving and boosting product usability and appeal by 40%, resulting in a seamless user experience and increased customer satisfaction.
- Executed 6 usability tests in 4 weeks that improved interaction by 28%, leading to a 13% increase in task completion rate and a 24% decrease in user error rate.

**Clarity Financial Aid Application**, Boulder, CO.

Jan 2023 – May 2023

UI/UX Designer and Researcher. [Research Report](#).

- Conducted UX research through 7+ usability tests, 12+ in-depth interviews. Analyzed feedback from 200+ users to identify key pain points. Informed application improvements, leading to a 20% increase in customer retention.
- Developed a detailed moderation guide, and performed heuristic evaluations to systematically identify and resolve usability issues, improving accessibility compliance by 25% and contributing to a 30% growth in the consumer base.

**University of Colorado Boulder**, Boulder, CO.

Aug 2022 – Dec 2022

Graduate Teaching and Design Assistant.

- Assisted in teaching UI/UX Design and Research, helping over 75+ students understand and apply fundamental and advanced design principles.
- Increased student grade performance by more than 22% and pass percentage by 17% through targeted instructional strategies and personalized support.

## SKILLS

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**Research:** User(UX) Research, Ethnographic Research, UX Evaluation, Product Strategy, Product Design, UX Strategy, User and Customer Journey Mapping, Persona, Card Sorting, User Flow, User Stories, Tree Testing, Usability Testing, A/B Testing, Interviews, Information Architecture, Design Ideations, User Empathy, User Journey, UX Roadmaps, Storyboarding, Heuristic Evaluation, Contextual Inquiry, In-Depth User interviews, Focus Groups, Sessions, MVP Design, Lean UX, Design Thinking.

**Design:** UI Design, UX Design, Interaction Design, Graphic Design, Survey Design, Visual Design, Service Design, User-Centered Design, Responsive Web Design, Customer Experience (CX), Experience Design, Mobile App, Web Design, E-Commerce Design, Digital Design, Responsive Design, Design Sprints, Data-Driven Design, SAAS Design, Collaborative Design, Design Systems, Data Visualization, Animations, Design Patterns, Accessibility Design, Digital Design, User Flows, Wireframing, Prototyping.

**Tools:** Figma, Photoshop, Illustrator, Adobe XD, Adobe Creative Suite, Miro, UX Metrics, Google Analytics, MS Excel, Hotjar, HTML, CSS, JavaScript, P5js, InVision, JIRA, Webflow, Framer, Qualtrics.

## RELEVANT PROJECTS

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**SimplUI Design System.**

UI/UX Designer. [Figma](#). [Showcase](#).

- Designed an extensive design system in Figma featuring over **50+ reusable components**. Consequently enabling emerging designers to create responsive UIs for mobile and web platforms, enhancing consistency and efficiency.
- Compiled an **extensive library** of research and documentation on UI component best practices. Provided valuable insights and guidelines for effective, user-centric solutions.

**Ethnographic Research of International Move-In Activity.**

Ethnographic Researcher, under [Dr. Prof. Leysia Palen](#). [Miro](#).

- Executed an ethnographic study on International Move-in, conducting **10 in-depth interviews** to capture the firsthand experience of individuals relocating to a new country.
- Developed **32 actionable recommendations** to enhance user experience in critical areas: Housing, Cultural Adaptation, Physical & Mental Health, Language; offering a comprehensive strategy to improve the move-in process.

**Mobile Application Design.**

UI/UX Designer. [Project Report](#). [Figma](#).

- Led the UI/UX of an innovative airport navigation app, incorporating AR to offer real-time visual directions through mobile cameras across 10+ global airports. Designed an intuitive interface that simplified navigation for all, resulting in **40% increase** in app usability scores, **25% reduction** in common navigation errors.
- Collected contemporaneous data through **80+ surveys** and **5 in-depth interviews** across multiple demographics.

## EDUCATION

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**Master of Science, Creative Technology and Design;** GPA: 3.7/4.

Aug 2022 – May 2024

University of Colorado Boulder, Boulder, CO, USA.