

CHANDRA SEKHAR REDDY V

12+ Years Product UX/UI Designer

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PROFILE SUMMARY

- Award-Winning UX Visionary with 12+ years** of driving product design & Development excellence across Health Care, ERP, SaaS, and Online Vehicle Auctions. Renowned for designing the **Copart mobile app**, and earning top user ratings on iOS and Android platforms.
- Expert in UX Strategy and Scalable Design Systems**, adept at translating complex business problems into elegant, human-centered solutions.
- Full-Spectrum Product Designer**—from user research, wireframes, and high-fidelity prototyping to usability testing and WCAG-compliant accessibility—bringing innovation and user empathy into every stage of the product lifecycle.
- Trusted Cross-Functional Collaborator**, aligning seamlessly with engineering, product, and marketing teams to embed design thinking at the heart of agile development. Delivers visually cohesive, functional, and accessible experiences across platforms.
- Data-Informed Design Leader**, leveraging user research, A/B testing, and heuristics to drive evidence-based decisions. Strength in crafting scalable design systems and maintaining UI consistency across enterprise-scale applications.
- Tech-Savvy UI/UX Designer with Development Insight**, combining a strong foundation in **HTML/CSS/JavaScript** and a deep understanding of visual design tools like **Figma, Adobe XD, Axure & AI agents (ChatGPT, Claude, Grok)**.
- Global Experience Across Leading Brands, including Copart, Cotiviti & SIDGS**—bringing international exposure & a refined design approach tailored to diverse business landscapes.
- Recognized for **delivering measurable business impact** through UX innovation, customer empathy & a relentless pursuit of simplicity in complexity

WORK EXPERIENCE

Software Lead UX/UI - Product Designer

COPART INDIA PVT LTD <https://www.copart.com>

Aug 2019 - Present Hyderabad, India

- Defining and executing **UX strategy** for Copart's new UK product line (**0→1**), leading stakeholder interviews and end-to-end design.
- Transformed the member dashboard into an action-oriented workspace, reducing time-to action by **40%**, lowering support volume.
- Owned UX strategy and end-to-end design for core acquisition surfaces (Product Details, Dashboard, Registration) supporting **750K+** global members.
- Re-architected member registration by cutting clicks **50%**, reducing document rejections, and improving submission accuracy by **10%**, using social sign-on, document scanning, and real-time translation.
- Identified trust gaps in vehicle evaluation flows, redesigned product details experience, driving **4%** ASP lift and **2x** growth in first-time Copart Select purchases.
- Conducting daily meetings and setting goals with team Playing as a developer role in HTML, CSS, Bootstrap, Angular, jQuery etc., when needed

ACHIEVEMENTS

- User Satisfaction Achievement:**
Increased user satisfaction by 75% through innovative design solutions across web and mobile applications.
- Conversion Rate Improvement:**
Boosted conversion rates by 15% by creating user personas grounded in extensive user research.

CERTIFICATIONS

Certified User-Experience Design With AI From



Designing Applications And Websites For Mobile Phones



Certified UI Design & Development From Aptech Arena



Certified HTML, CSS, JavaScript From Brain Bench



CORE COMPETENCIES

User-Centered Design (UCD)

UX Research & Testing

Design Strategy & Execution

Wireframing & Prototyping

High-Fidelity UI Design

Interaction Design (IxD)

Backbase - Design Systems

WCAG Compliance

User Journey Mapping

Agile Product Design

A/B Testing & Heuristic Evaluation

Cross-Functional Collaboration

Responsive & Adaptive Design

Lead UX/UI Designer

SIDGS DIGISOL Pvt Ltd. <https://www.sidgs.com>

📅 Dec 2018- Aug 2019 📍 Hyderabad

- Developing Web/Mobile Applications which supports in multiple platforms maintaining
- Working with different CMS frameworks like WordPress and Drupal for front-end development.
- Developing Web/Mobile Applications which supports in multiple platforms maintaining cross-browser compatibility using HTML5, CSS3, Bootstrap, jQuery and Angular JS along with other supporting frameworks.
- Designing mobile and device compatible websites (Responsive Web Designing).
- Designing the website's visual imagery and ensuring it's in line with company branding policy or the requirements of the client.
- Debugging code and Re-designing web pages.
- Working with other web specialists including web developers and graphic designers.
- Liaising with outside agencies.
- Performing Unit Test to the website to ensure it is working

Sr. UX/UI Designer & Developer

Cotiviti India Pvt Ltd. <https://www.cotiviti.com>

📅 May 2013 - Aug 2018 📍 Hyderabad

- Created the project's User Interface Specification Documents that defines the navigation flows, screen layout, screen design and screen specifications which solve the given business problems.
- Developed responsive web and mobile interfaces with attention to accessibility, usability, and cross-platform consistency.
- Conducted in-depth market research on U I libraries, identifying UX gaps and pain points, and crafted synthesis documents and mood boards to guide engineering teams.
- Developed and deployed responsive UI designs across multiple devices using HTML, CSS, and JavaScript, optimizing performance and accessibility.
- Worked with the Head of Technology to develop a design system framework, improving collaboration between designers and engineers.
- Collaborated with developers to outline technical requirements, provide style guides, and participate in quality assurance reviews
- Browser compatibility and cross platform testing, prototyping, and implementation
- Collaborated with others in creating standards documents for localization, accessibility, and cross-application consistency.
- Recommended best approach based on business need obtained by performing usability analysis and recommendations, including performing user focus groups, heuristic evaluations and usability studies

Conversion Rate Optimization

Information Architecture (IA)

EDUCATION

Master Of Business Administration **(MBA)**
- IMT Ghaziabad

Advanced Diploma In Multimedia, UI, Web Designing & Web Development - **Aptech Ltd -Arena (Adobe,Macromedia Certified)**

Post Graduate Diploma In Computer Application - **PGDCA**

Bachelor Of Arts **(BA)- Sri Venkateswara University**

TECHNICAL SKILLS

Design & Prototyping Tools: Figma, UXPin, Adobe XD, Axure RP, Balsamiq, InVision

Graphic Design: Photoshop, Illustrator

Project & Workflow Tools: Jira, AI Tools

WEB DEVELOPMENT SKILLS

Strong foundation in front-end design and development with proficiency in

- HTML, CSS
- Angular, Javascript (Intermediate level)
- Drupal, Wordpress
- Bootstrap, Jquery, Git (Source Control)
- Telerik Kendo UI, Visual Studio Code

LANGUAGES

English	Proficient	
Telugu	Native	
Hindi	Intermediate	