



# Naveen Tholeti

Lead UX/UI Designer

March 3, 1986

Hyderabad

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## About Me

### UX/UI Designer

As a UX/UI Designer, my passion lies in creating visually stunning and user-friendly digital experiences. I am dedicated to designing solutions that solve problems and exceed user expectations. With a strong understanding of human-centered design principles and a keen eye for detail, I strive to create interfaces that are not only aesthetically pleasing but also intuitive and easy to use.

### Education

**Master of Computer Application**  
Sri Indu College of Engineering and Technology (JNTU)

**Bachelor of Computer Science**  
Sphoorthy Degree College (OU) in Electronics and Computers

**Web and Graphic design**  
Arena Animation  
dilshuknagar -2012

### Designer Skills

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premier Pro
- Adobe InDesign
- Adobe XD
- Webflow
- HTML & CSS
- Wordpress

### Skills

- Proficient in Adobe Creative Suite (Figma, XD, Photoshop, Illustrator, InDesign, Aftereffects, Premier Pro and HTML, CSS )
- Strong understanding of design principles, color theory, typography, and marketing concepts
- Experience with creating designs for marketing campaigns across various channels (print, digital, social media, etc.)
- Ability to work independently and in a team environment
- Excellent communication and project management skills

## Work Experience

Dec 2017 to Present

### V-SOFT CONSULTING PVT LTD UX/UI Designer

#### Duties:

- Create and maintain design systems, style guides, and pattern libraries to ensure consistency across products.
- Develop visually appealing and consistent UI elements, including typography, icons, color schemes, and imagery.
- Create wireframes to outline the structure of the user interface.
- Create interactive prototypes to simulate the user experience and flow.
- Ensure the design adheres to branding guidelines and enhances the overall user experience.
- Work closely with product managers, developers, and other stakeholders to understand project requirements and ensure design feasibility.
- Gather feedback from users and stakeholders to refine designs before final implementation.
- Ensure that designs are responsive and adaptable to different devices (mobile, desktop, tablet).
- Manage design projects from conception to delivery, ensuring timelines and quality standards are met.
- Use project management tools like Trello, Jira, or Asana to keep track of tasks, collaborate with team members, and ensure smooth workflow.

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### SUMTOTAL SYSTEMS

#### UI Designer

June 2015 to Dec 2017

#### Duties:

Focusing on creating responsive layouts that adapt to various devices and maintain accessibility standards. Additionally, UI Designers develop design systems, create interactive prototypes, and iterate on designs based on feedback and usability testing to deliver intuitive, aesthetically pleasing interfaces.

- Design user interfaces with a focus on visual hierarchy, layout, and spacing to ensure clear and intuitive interfaces.
- Work with UX designers to translate wireframes, user flows, and low-fidelity mockups into polished, high-fidelity visual designs.
- Collaborate with front-end developers during the implementation phase to ensure the design is accurately realized and meets quality standards.
- Interacting with Developers, Content writers, QA team.

**HIBU INDIA PVT LTD**  
Graphic & Web Designer

DEC 2012 to May 2015

**Duties:**

Responsible for coordinating and producing of a variety of graphics products and services, providing graphic design for Ads and web layouts.

- Managing, producing and designing projects from brief to fulfilment.
- Proficient in use of HTML, CSS, Power Point, Photoshop CS5, Illustrator CS4.
- Designing websites layouts which are easy and effective to use.
- Assembled final layouts for printing and provided graphic design for website.
- Interacting with designers, programmers and clients.

## Recognition

Top Performer Award from VSoft Consulting	2024
Q1 from Onshore Team	★★★★★
Graphic Design Award from Hibu	2012
Graphic Designer from Onshore Team	★★★★★

It was such an honor to take part in one of the most important designer conventions, and to receive this Pat on the back was beyond my expectations.

## ASSETS

- Patience and confidence
- Value Leadership/Managerial Skills.
- Ability to learn and deliver.
- Adaptive to dynamic situations.

## LANGUAGES KNOWN

**English**

**Hindi**

**Telugu**



Thank you  
10-03-2025