LAXMINARAYANA AVULA

SENIOR UX/UI DESIGNER | DESIGN SYSTEMS | FRONTEND DEVELOPMENT

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PROFESSIONAL SUMMARY

Product design professional with 13 years of software experience and 9+ years focused on UX/UI and product design across enterprise SaaS, healthcare, travel, cybersecurity and digital products. Combines end-to-end UX practice with a hands-on frontend foundation in React, TypeScript, JavaScript, HTML, CSS and Tailwind CSS. Experienced in creating shared Figma design systems, reusable UI patterns, responsive interfaces and developer-ready specifications; building interactive frontend prototypes; and partnering with engineering teams through implementation and design QA. Brings a design-engineering mindset to consistency, accessibility and scalable product experiences.

CORE EXPERTISE

- Design Systems & Reusable UI Patterns
- Figma Components, Auto Layout & Prototyping
- Responsive Web & Mobile Product Design
- React & Component-Based UI Prototyping
- TypeScript, JavaScript & HTML5
- Tailwind CSS, MUI & Bootstrap
- Design Tokens & UI Foundations
- Developer Handoff & Design QA
- UX Research, Flows & Information Architecture
- Enterprise SaaS & Data-Heavy Workflows
- Accessibility (WCAG 2.1)
- Cross-functional Product Collaboration

PROFESSIONAL EXPERIENCE

Fin Fit Technologies Pvt. Ltd. | Senior Product Designer

Aug 2024 – Present • Hyderabad / Remote

Freelance engagement Aug 2024–Dec 2025; converted to full-time Jan 2026 based on delivered product impact and founder trust.

- Owned end-to-end product design across FinFit Club, BookARide, DesiHuddle, EV Station Finder and Mrod Healthcare, partnering with founders and engineering teams from discovery through delivery.
- Built and maintained a shared Figma design system and reusable component library to improve interface consistency and support faster feature design.
- Defined reusable UI patterns and responsive interaction behaviours across web and mobile product experiences.
- Created React, Tailwind CSS and MUI-based interactive prototypes for stakeholder demonstrations, translating design concepts into component-oriented interfaces.
- Prepared developer-ready specifications and collaborated with developers during implementation, refinement and design QA.
- Led stakeholder interviews, journey mapping and usability testing to inform product decisions and feature prioritisation.
- Designed BookARide Android and iOS ride-booking journeys and Mrod Healthcare's at-home medical-services booking experience for the Saudi Arabia market.

ADQ Services LLP | Senior UX/UI Designer

Jan 2024 – Jun 2024 • Hyderabad

Fixed-term engagement focused on leading design for a new AI product launch.

- Led UX strategy and end-to-end product design for Enquire AI, an enterprise AI-powered search and knowledge-discovery platform.

- Designed conversational AI, intelligent search, document intelligence, source citations, conversation history, multilingual and voice-search workflows, and AI feedback patterns.
- Partnered with enterprise stakeholders, product and engineering teams to define information architecture, interaction patterns and MVP scope

Softobiz Technology Pvt. Ltd. | Senior UX/UI Designer

Sep 2022 – Nov 2023 • Hyderabad

Products: CYFOX • EasyWebinar • FixFinder

- Led UX design across enterprise cybersecurity and SaaS products, including CYFOX, EasyWebinar and FixFinder.
- Facilitated stakeholder workshops, user research, journey mapping and usability testing to shape product workflows.
- Designed enterprise dashboards and reusable design-system patterns, and supported implementation through developer-ready specifications.

Protos Healthcare Technologies Pvt. Ltd. | UX/UI Designer

May 2021 – Oct 2022 • Hyderabad

Product: Skedoc — Doctor Discovery & Appointment Booking Platform

- Designed Skedoc experiences for Android and iOS, supporting doctor discovery and appointment-booking journeys.
- Designed workflows across patient, doctor, hospital and administrator experiences, including appointment booking and telemedicine.
- Conducted stakeholder interviews and usability testing; created user flows, wireframes, prototypes and high-fidelity web and mobile interfaces.
- Collaborated with product and development teams to refine interactions and support design handoff.

9Flights Services Pvt. Ltd. | UX Designer & UI Developer

Aug 2012 – Apr 2021 • Hyderabad

Progressed from UI Developer to UX Designer & UI Developer during a 9-year tenure.

- Designed and supported responsive flight and hotel booking experiences across web and mobile, including search, booking, checkout and payment journeys.
- Redesigned key booking workflows and collaborated with development teams to deliver usable, responsive interfaces.
- Bridged design and implementation using HTML5, CSS3/SCSS, JavaScript and Bootstrap.

TOOLS & TECHNICAL FLUENCY

Design: Figma, FigJam, Miro, Adobe XD, Photoshop | Frontend: React, Next.js, TypeScript, JavaScript, HTML5, CSS3/SCSS, Tailwind CSS, MUI, Bootstrap | Workflow & AI: GitHub, VS Code, Cursor, ChatGPT, Claude, Lovable

EDUCATION

Bachelor of Arts (History) — Dr. B.R. Ambedkar Open University | 2011 – 2014