LAVANYA MADDALA

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PROFESSIONAL SUMMARY

Creative and detail-oriented Web and UX Designer with an MSc in User Experience Design and hands-on experience creating digital content, websites, and brand assets. Skilled in delivering clean, user-friendly designs that align with business goals. Passionate about crafting intuitive experiences and collaborating with cross-functional teams to bring concepts to life. Proficient in Figma, Adobe Creative Suite, and user-centered design principles.

WORK EXPERIENCE

Srinergy Global — United States (Remote)
Digital Designer — Oct 2024 - Present

- Designed and delivered digital assets including brand kit and video graphics aligned with brand strategy
- Collaborated with marketing teams to ensure visual consistency across platforms
- Managed feedback loops and version control, improving delivery timelines and design accuracy
- Produced over 100 motion-enhanced visuals using Adobe Premiere Pro and After Effects, contributing to a 7% rise in engagement

Saibal Info Mgt Solutions — Hyderabad, India
Graphic Designer — Jan 2022 – Mar 2023

- Designed training materials, banners, and merchandise branding for educational workshops at over 10 institutions
- Acted as both designer and coordinator liaising with internal teams, overseeing print production, and managing merchandise setup
- Ensured smooth event branding execution through strong time management and stakeholder communication
- Reduced workflow delays by improving file handling and visual production processes

Moriaz Studio — Rajasthan, India
Graphic Designer Intern — Aug 2020 – Oct 2020

- Created versatile visuals including logos, illustrations, and promotional materials for client brands
- Developed social media content strategies that increased engagement through targeted, on-brand design
- Collaborated directly with the creative director, ensuring high-quality outputs aligned with client briefs and tight deadlines

EDUCATION

Birmingham City University — Birmingham, UK
MSc User Experience Design — Sep 2023 – Sep 2024

Jawaharlal Nehru Technological University — Hyderabad, India
Bachelor of Multimedia, Specialization in VFX and SFX — Jun 2017 – Nov 2021

PROJECTS

Research Project on NHS Patient Registration Form

- Redesigned NHS forms using UX research, usability testing, and creating a high-fidelity Figma prototype to enhance accessibility and completion rates

Sentry – Home Security Application

- Designed an inclusive smart home app, ensuring it is accessible to users of all abilities, focusing on accessible UI components, wireframes, and iterative improvements based on iterative user feedback

CERTIFICATION

Google Project Management	May 2025
Microsoft Project Management	May 2025
Google UX Design Professional Certificate	Oct 2022

TECHNICAL SKILLS

Web & UI Design, UX Research & Wireframing, Adobe Creative Suite (Photoshop, Illustrator, XD), Figma, HTML & CSS (basic knowledge), Usability Testing & Prototyping, Cross-functional Collaboration, Trello, Notion, Slack