

# Samson Muddasi

UX Designer

samsonmuddasi@gmail.com

samsonmuddasi.com

+91 924 6299 789

## ABOUT ME

I am Samson Muddasi, a dedicated UX Designer with a unique blend of skills in user experience, User interface design, graphic design, and product development.

With over sixteen years of combined experience, I specialize in transforming complex problems into intuitive, accessible, and visually compelling solutions.

## SKILLS

### UX/UI Design

Rapid Prototyping	Ideation
Wireframing	UI Design
Interaction Design	Product Strategy
Experience Flows	Branding
Information Architecture	

### Research

Usability Testing	User Interviews
Heuristic Analysis	Data Synthesis
Surveys	Concept Testing

## TOOLS & SOFTWARE

Figma	Sketch
Photostop	Illustrator
InDesign	InVision

## DEVELOPMENT

HTML CSS JavaScript

## EDUCATION

### Bachelor of Arts

Dr. B.R. Ambedkar University

### Web and UI Design

Image Institute of Multimedia Arts & Graphic Effects

## EXPERIENCE

### MANAGE - UX // TechMahindra

Oct 2017 - Present • Hyderabad, India

Responsible to handle UX design projects along with along handling a design team

- Handling the complete end to end UX design process for the project, right from initial research to design handover.
- Collaborate with the leadership team to pitch projects, aligning UX strategy with business goals.
- Lead and manage the design team, fostering a collaborative, innovative, and high-performing environment.
- Oversee UX projects using agile methodology, ensuring timely delivery and adherence to best practices.

### MANAGER - UI/UX DESIGN // TalentSprint

Feb 2012 - Sep 2017 • Hyderabad, India

Spearheaded the organization's UX and UI team, leading to the successful digitization of the educational technology process.

- Articulated the company's web portal, encompassing Sales, Learning, and Delivery platforms.
- Managed the entire team of Designers and Developers supporting the Marketing, Sales, and Delivery activities.
- Revamped a 500+ page static site with a dynamic CMS, integrating marketing, payment, and e-learning features.
- Contributed to the marketing team by working on creative projects that significantly boosted brand awareness.
- Crafted an extensive Design System and Brand Guidelines, now pivotal to the organisation identity.

### SR UI/UX DESIGNER // Kraken Media Asia

Sep 2008 - Jan 2012 • Hyderabad, India

- I played a key role in creating a web portal that effectively showcases the diverse projects. This portal serves as a digital exhibition space.
- Defined and developed a branding strategy, creating a cohesive identity that reflects the organization's values and mission.
- Developed diverse promotional materials, both digital and print, to effectively convey brand message and engage our target audience.

### WEB/GRAPHIC DESIGNER // Graftek Solutions

Jan 2008 - Sep 2008 • Hyderabad, India

- Designed and developed a variety of small to medium-sized websites across multiple projects.
- Designed compelling ad creatives, branding assets, and marketing materials for clients.