

# EEKSHITHA GUJJALA

UX/UI Designer | Product Designer | Front End Developer  
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Google & Meta-Certified UX/UI Designer with 1.5+ years of experience crafting intuitive, user-centered digital experiences that drive engagement and accessibility. Specialized in transforming complex user needs into seamless interfaces through wireframing, prototyping, and usability testing, with a proven track record of boosting user engagement by 20-30% while ensuring WCAG 2.1 compliance. Expert in Figma, Adobe XD, and design systems, with deep knowledge of Agile workflows, responsive design, and interaction design. Combines strong visual storytelling with expertise in A/B testing, user research, and journey mapping to optimize product experiences. Advocate for accessible, data-informed design with expertise in motion prototyping(Figma) to enhance usability.

## EXPERIENCE

**Fly High Staffing LLC**  
Front-End Developer

10/2024 - Present  
Texas(Remote)

- User-Centered Design: Designed 15+ WCAG 2.1-compliant interfaces in Figma, improving accessibility scores by 35% through iterative usability testing with 50+ users. Streamlined healthcare analytics dashboards, reducing task completion time by 30%.
- Data-Driven UX: Partnered with data teams to integrate Mixpanel tracking, identifying 12+ friction points via heatmaps and session recordings. Led A/B tests (Optimizely) across 10K+ sessions, aligning UI improvements with behavioral insights.
- Design-Development Collaboration: Built 25+ reusable React components in Storybook, bridging design-system adoption (reached 90% team compliance). Mentored developers on UI best practices, reducing merge conflicts by 60%.

**Freelance**  
UX/UI Designer

04/2024 - 06/2025  
USA(Remote)

- End-to-End UX Execution: Translated complex requirements into intuitive user flows, wireframes, and high-fidelity prototypes (Figma/Adobe XD), reducing development handoff time by 25% through annotated design systems and component libraries.
- User-Validated Design: Conducted moderated usability tests with 45+ participants, iterating on microinteractions and layout hierarchy to drive a 30% increase in conversion rates.
- Scalable Design Systems: Built modular UI kits with responsive grids, auto-layouts, and 60+ Figma variants, enabling 40% faster project turnaround for future iterations.

**Cognizant**  
QA Testing Engineer - Intern

12/2021 - 06/2022  
Hyderabad, India

- Accessibility Testing: Identified and resolved 50+ WCAG 2.1 compliance issues using axe DevTools and WAVE, including color contrast, focus visibility, and keyboard navigation.
- Automation & Efficiency: Automated 40% of regression test cases using Cypress, cutting manual testing time by 25%. Developed and maintained detailed QA documentation to support Agile workflows.
- Team Collaboration: Coordinated closely with developers and designers to validate front-end implementations and improve overall product quality.

## PROJECTS

**Web Design**  
Medi AI - Smart Health Assistant website

02/2025 - Present

- Designed privacy-focused health dashboards in Figma, streamlining workflows by 30% while improving data visualization clarity.
- Built a scalable design system that reduced developer handoff time by 25%, validated through iterative usability testing.
- Designed privacy-first clinician dashboards after interviewing 15+ users and improved task completion by 30%.

**Mobile Application**  
Garden Hub - E commerce

02/2025 - 03/2025

- Boosted conversions by 20% by developing a design system focused on typography hierarchy, high-contrast colors, and strategic CTAs for Garden Hub's e-commerce app.
- Optimized engagement through animated microinteractions and A/B tested UI components, refining the user experience based on data-driven insights.

- Garden Hub faced low mobile checkout conversions due to poor visual hierarchy → Redesigned CTAs and microinteractions, boosting conversions by 20%.

## SKILLS

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- **Design & Prototyping:** Figma, Adobe XD, Miro, Canva, Google Forms, Zoom, Photoshop, Adobe Creative Suite
- **Research & Testing:** UX Design, UI Design, Visual Design, Interaction Design, User Personas, Journey Mapping, User Research, Usability Testing, Card Sorting, Wireframing, High-Fidelity Prototyping, Responsive Design, Accessibility Design, Design Thinking, Design System
- **Technical Collaboration:** HTML, CSS, Java, Selenium (QA testing), Typography, Color Theory, Empathy Mapping, Affinity Diagrams, Usability Heuristics, Gestalt Principles, Cross-Browser Testing

## EDUCATION

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- Master of Science in Computer Science | University Of Central Missouri | Aug 2024 - CGPA: 3.4
- Bachelor's in Electronics and Communications | MRECW | May 2022 - CGPA: 8.6
- Google UX Design Certificate — 2024
- Meta UX Design Certificate — 2024
- Google Data Analytics — 2025
- Front-End Developer (HTML, CSS, JavaScript) — 2024