

Eekshitha Gujjala

UX/UI Designer | Product Designer

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Product Designer @ Adobe | Graduated with a Master's in Computer Science; Google & Meta-Certified in UX/UI Design.

EXPERIENCE

Adobe

10/2024 - Present

Product Designer

USA - Remote

- Collaborated with design and development teams to craft intuitive interfaces, contributing to a 15% increase in user satisfaction across Adobe Creative Cloud apps. Assisted in creating wireframes and interactive prototypes using Adobe XD, accelerating design iteration cycles by 20%.
- Participated in user testing and feedback analysis that led to a 12% improvement in feature usability and streamlined workflows. Supported accessibility enhancements to meet WCAG 2.1 standards, helping improve inclusivity and boost positive user feedback by 10%.
- Contributed to the development of reusable UI components for desktop and mobile applications, reducing design inconsistencies and cutting development revisions by 18%.

Freelance

04/2024 - 06/2025

UX/UI Designer

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

12/2021 - 06/2022

QA Testing Engineer - Intern

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 insight.

SKILLS

- **Design & Prototyping:** Figma, Adobe XD, Miro, Canva, Google Forms, 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