

Sree Teja Kalakota

UI/UX Designer

Email: kalakotasreeteja@gmail.com

<https://www.sreetejakalakota.me>

Contact No: +1 (737) 377-9307

PROFESSIONAL SUMMARY

Highly accomplished and results-driven UX/UI Designer and Front-End Developer with over 4 years of end-to-end product design experience, specializing in creating high-fidelity, development-ready design mock-ups that consistently exceed user and business objectives. My hybrid skillset seamlessly bridges deep user research, interaction design, and visual design with technical fluency, ensuring pixel-perfect interfaces and seamless design-to-dev handoffs. I thrive in high-stakes, cross-functional Agile environments, consistently delivering measurable impact across diverse domains including e-commerce, finance, and HR Tech.

- **Pixel-Perfect Figma Mockups & Design Systems:** Proven ability to deliver high-quality, pixel-perfect, and development-ready design mockups in Figma, often from scratch, and build scalable design systems (components, tokens, visual hierarchy) that enable consistency and rapid iteration.
 - **E-commerce & Financial Domain Expertise:** Extensive experience designing data-dense dashboards and workflow tools for financial managers, recruiters, and sales reps, with a strong track record in B2B/B2C/B2B2C e-commerce platforms (e.g., 25% uplift in e-commerce AOV, 12% reduction in cart abandonment).
 - **User-Centric Problem Solving & Business Alignment:** Adept at translating complex business requirements and behavioral user insights into intuitive, accessible, and performant interfaces that solve user problems and align with critical business objectives (e.g., 40% boost in recruiter efficiency, 33% faster supplier onboarding).
 - **Seamless Design-to-Dev Handoff:** Possess a technical fluency in front-end development environments, ensuring practical and feasible designs that facilitate smooth collaboration with engineering teams and successful implementation.
 - **Strategic & Research-Driven Approach:** Equipped with a Master's degree in UX Design from UT Austin, I bring a strategic, research-driven approach to UI/UX design, leveraging user interviews, usability testing, and A/B testing to inform iterative design sprints with measurable success.
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PROFESSIONAL EXPERIENCE

Senior UX/UI Designer

June 2023 – Present

Nino360 (Next-Gen HR & Staffing Platform) — Plano, TX

Nino360 is an AI-powered, modular HR platform designed to manage the entire employee lifecycle—from hiring and onboarding to finance, training, and offboarding. The goal was to centralize HR, CRM, and financial operations while integrating predictive AI capabilities across each module to improve staffing efficiency and internal coordination.

- Led the end-to-end UX/UI design for Nino360, a modular HR platform covering HRMS, CRM, Finance, Talent, Bench, VMS, Training, and Tenant modules.
- Collaborated with HR leaders, finance stakeholders, recruiters, and AI specialists to define workflows around the employee lifecycle and staffing operations.
- Conducted qualitative research (contextual inquiries, stakeholder interviews) to identify core pain points and inform system-wide IA and task flows.
- Designed high-fidelity, persona-driven dashboards and interfaces for HR Admins, Recruiters, Finance Managers, and Employees—ensuring alignment with business KPIs.

- Applied UX heuristics and behavioural psychology principles to optimize interaction patterns and reduce cognitive friction across role-based user journeys.
 - Built a scalable, brand-aligned Figma Design System (components, tokens, visual hierarchy) enabling consistency and rapid prototyping across modules.
 - Created modular UI layouts supporting data-intensive workflows like employee onboarding, finance reporting, and talent evaluation with embedded AI outputs.
 - Integrated micro interactions, feedback loops, and error-prevention strategies across flows—particularly in onboarding, approval chains, and AI decision support.
 - Implemented UX writing standards and accessibility guidelines to ensure humanized, inclusive communication—critical in sensitive HR contexts.
 - Facilitated weekly design critiques, collaborative whiteboarding sessions, and agile design sprints to align UX direction across multi-disciplinary teams.
 - Reduced onboarding setup time by 35% and improved recruiter task efficiency by 40% through streamlined flow architecture and intuitive UI restructuring.
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UX Design Intern

January 2024 – May 2024

Ved AI (AI-Enabled Mental Health Platform) — Charlotte, NC

An AI-enabled mental health application built to support patient intake, triage, and clinical decision-making for psychiatric professionals. The goal was to humanize digital mental health care through AI flows, accessible interfaces, and HIPAA-compliant design with usability in high-sensitivity environments.

- Led end-to-end UX for key modules: patient onboarding, appointment scheduling, AI triage, and physician dashboard—aligning design decisions with HIPAA compliance and accessibility needs.
 - Conducted stakeholder interviews with psychiatrists, psychologists, and care coordinators to define clinical workflows and pain points in telehealth consultations.
 - Designed conversation flows and UI states for AI-based mental health triage, ensuring empathetic tone through humanized UX writing and micro copy.
 - Collaborated with a cross-functional team (4 UX designers, front-end & data engineers) to design the first version of an AI-powered mental health platform from the ground up.
 - Applied UX methodologies (persona building, user journey mapping, scenario-based design) to capture diverse patient behaviours and edge cases in sensitive use contexts.
 - Prototyped multi-step AI-interaction flows in Figma, emphasizing trust-building through visual feedback, data privacy messaging, and recovery options.
 - Created role-based interface variations for physicians and patients—focusing on intuitive data visualization (mood patterns, symptom logs) and real-time session indicators.
 - Validated UI with moderated usability tests involving 10+ patients and providers; improved task success rate by 18% by reducing cognitive load in form-heavy interfaces.
 - Handled micro-interaction and error state designs to support critical flows like crisis escalation, missed sessions, and data sync issues.
 - Delivered annotated redlines, interaction specs, and responsive assets for dev handoff using Zeplin and Confluence documentation.
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UX Designer

February 2021 – August 2022

Trimark USA (B2B/B2C/B2B2C E-Commerce & Supply Chain) — Remote / Mansfield, MA

Trimark USA offers a SaaS platform unifying product design, B2B/B2C e-commerce, and supply chain workflows. The project aimed to streamline product discovery, supplier onboarding, and quoting processes while improving business efficiency and user experience across customer, supplier, and sales channels.

- Led end-to-end UX strategy across Customer, Supplier, and Sales portals within a unified e-commerce and supply chain platform.
- Conducted user research with Retail Buyers, Suppliers, and Sales Reps to identify friction points in product discovery, quoting, and order management workflows.
- Mapped journey flows and created actionable personas; applied MoSCoW prioritization to guide roadmap alignment with user and business goals.
- Redesigned the Customer Portal catalog UI with facet-based search, real-time inventory indicators, and contextual sorting—enhancing navigation and findability.
- Delivered high-fidelity Figma prototypes integrating live shipping cost previews and breadcrumb-based navigation to improve purchase confidence.
- Re-architected the Supplier Portal interface with editable tables, bulk actions, and visual status cues—validated through moderated usability sessions.
- Shortened supplier onboarding and manual PO handling time by 33% via streamlined workflows and simplified interaction models.
- Built a unified Sales dashboard featuring real-time pricing intelligence, inventory tracking, and lead management—eliminating CRM/ERP dependency overlaps.
- Prototyped a Quick Quote tool with inline pricing logic and exportable quote templates; A/B tested UI variants to reduce quote cycle time.
- Established a centralized Figma Design System with reusable components, design tokens, and responsive behavior rules—halved design-to-dev turnaround.
- Defined accessibility standards (WCAG 2.1 AA), responsive breakpoints, and pattern guidelines—documented in Confluence for team-wide consistency.
- Contributed directly to key KPIs: increased average order value by 25%, reduced cart abandonment by 12%, and cut support tickets by 18%.

UX/UI Designer

March 2020 – February 2021

AMF Sports Performance Analytics App — Hyderabad, India

This platform was built to monitor, track, and visualize athlete performance across training metrics like speed, endurance, and recovery. It serves as a centralized ecosystem for coaches, trainers, and healthcare professionals to make data-driven decisions using cloud-based, offline-capable dashboards and integrations with fitness devices.

- Defined product UX strategy for a cloud-based, offline-capable athlete tracking platform used by coaches, trainers, and medical staff.
- Designed the first end-to-end UI system across four user roles (Athletes, Coaches, Trainers, Managers) ensuring role-based data visibility and workflow clarity.
- Created a cross-platform Design System with reusable UI components, typography, color schemes, and branded data visualizations.
- Developed prototypes for live training session tracking, offline sync alerts, and 3rd-party integrations—validated via usability testing (95% task success).
- Designed connection flows and sync states for integrations like Fitbit and Strava, ensuring stable user experience across data sync failures and reconnects.

- Partnered with engineers to translate Figma designs into modular HTML/CSS/JavaScript UI with clearly annotated handoffs.
 - Collaborated on caching strategies (IndexedDB, service workers) and responsive UI rules to improve offline reliability and reduce load times by 25%.
 - Delivered MVP in 6 months—onboarded 50+ athletes, collected 10K+ performance data points, and centralized cross-role decision-making.
 - Helped secure brand sponsorships by presenting polished UI systems, consistent branding, and validated user engagement improvements (20% retention lift).
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CORE SKILLS & EXPERTISE

- **User Research & UX Strategy:** User Interviews, Contextual Inquiry, Journey Mapping, Persona Development, Heuristic Evaluation, Usability Testing (Moderated & Remote), A/B Testing, Heatmaps
 - **Interaction & Visual Design:** Information Architecture, Wireframing, High-Fidelity Prototyping (Figma, Sketch, Adobe XD), Responsive & Mobile-First Design, Design Systems & Component Libraries, Visual Hierarchy, Typography & Color Theory, Micro-Interactions, Motion Design, Branding & Style Guides
 - **Design Tools & Frameworks:** Figma (Auto Layout, Variants, Interactive Components), Sketch, Adobe Creative Suite (Photoshop, Illustrator), InVision, Zeplin, Miro, Confluence, Jira (Agile/Scrum), Design Thinking, Lean UX
 - **Domain Expertise:** E-Commerce & Supply Chain (B2B/B2C/B2B2C), HRMS & Staffing Platforms, CRM & Sales Enablement Tools, Financial Dashboards & Budgeting Interfaces, AI-Powered Telehealth & Healthcare Platforms, Sports Performance Analytics, Data Visualization & Enterprise Dashboards
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EDUCATION

Master of Science in User Experience Design

The University of Texas at Austin, TX

- Projects: Smart Recipe & Inventory Management App & Sustainable Waste Management Platform
 - Relevant Coursework: User-Centered Design, Information Architecture, Interaction Design, Usability Testing, Accessibility and Inclusive Design, Human-Computer Interaction.
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CERTIFICATIONS

- [Meta Front-End Developer Specialization](#)
- Foundations of User Experience(UX) Design
- [IBM Enterprise Design Thinking Practitioner](#)