

SAI PRASAD PORLAPATI

Sr. Graphic and UI,UX Designer

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CONTACT



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EDUCATION / CERTIFICATION

Graduation (Bachelor of Arts)
from Acharya Nagarjuna University

Multimedia Course from
NICET Academy



LANGUAGES

English

Hindi

Telugu

ABOUT ME

I believe that innovation isn't always outlined as a project requirement, but it's something I actively pursue to enhance user experiences. I strive to create solutions that not only follow core design principles but also deliver visually engaging and intuitive experiences. With a fast learning curve, strong organizational skills, and a passion for exploring new tools and technologies, I bring creativity and structure to every project. My dedication to quality, combined with my ability to lead and collaborate within teams, helps drive success in dynamic and challenging environments.

WORK EXPERIENCE

Manager - UX, UI & Grapic Design

Copper Bricks LLC.

(Banking/Financing and Mortgage)

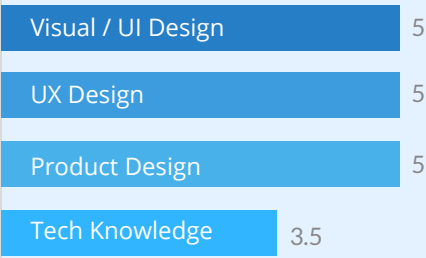
September 2018 –
Till Date.

RESPONSIBILITIES:

- **Designed and implemented engaging SaaS visual systems** for a Mortgage Platform, enhancing user experience and improving navigation flow.
- **Led the conceptualization and execution of intuitive user interfaces** for financial applications, ensuring a seamless user journey.
- **Developed and optimized digital platforms** including websites, mobile apps, job portals, and admin panels with a focus on usability and functionality.
- **Created comprehensive design assets** such as storyboards, wireframes, presentations, print media, iconography, and digital marketing materials.
- **Collaborated closely with front-end development teams** to integrate design elements efficiently, reducing development time by 15%.
- **Skilled in crafting cohesive design systems** that enhance brand identity while maintaining a user-centric approach.



KEY SKILLS



TECHNICAL SKILLS

VISUAL/UI

- SLDS (Salesforce Lightning Design System)
- SaaS
- Adobe Photoshop
- Adobe Illustrator
- Adobe In-design
- Figma
- CorelDraw
- Adobe XD
- Canva
- Whimsical
- PowerPoint

UX DESIGN

- Information architecture
- User centered design
- User testing
- Research
- Interaction Design
- Wireframing
- Visual Communication

TECH

- HTML/CSS
- Wordpress

Sr. UX, UI & Graphic Designer

YINSOL

(Product Based Software Development, Educational Platform)

November 2017 - September 2018

RESPONSIBILITIES:

- **Expert in designing** and developing websites, mobile apps, job portals, admin panels, and iconography, with a strong focus on digital marketing integration.
- **Proficient in front-end development** using HTML and CSS to create responsive, user-friendly websites.
- **Optimized team collaboration by streamlining communication** between design and front-end teams, leading to a 20% reduction in project turnaround time.

Sr. UX, UI & Graphic Designer

Atria IT Solutions Pvt. Ltd.

(Immigration, IT Services, Software Development)

May 2016 - September 2017

RESPONSIBILITIES:

- **Specialized in web and graphic design**, including WordPress sites, mobile apps, employee dashboards, and job portals, with a focus on usability and brand consistency.
- **Designed impactful marketing collateral** and streamlined design-to-dev workflows, reducing project turnaround time by 30% and boosting team efficiency.

Sr. Graphic & UI Designer

Versant Online Solutions Pvt. Ltd.

(Event Management, Online Ticketing Partner)

April 2013 - May 2016

RESPONSIBILITIES:

- **Proficient in graphic, web, and mobile app design**, creating visually compelling and user-centric interfaces.
- **Developed event promotional posters, brochures, and other marketing materials** to enhance digital marketing efforts and brand visibility.

Graphic & Web Designer

Hebron Ads Pvt. Ltd.

(Advertising & Marketing Agency)

February 2011 – December 2012

RESPONSIBILITIES:

- **Designed advertisements** for various newspapers, ensuring brand consistency and engaging layouts across print media.
- **Led branding initiatives**, creating brochures, logos, flyers, hoardings, and social media creatives to strengthen brand identity and market presence.

ADDITIONAL EXPERIENCE (AS A CONSULTANT)

Consultant Sr. Graphic, UX & UI Designer

NFINITY SOLUTIONS PVT.LTD (Software Development)

Aug 2024 - Dec 2024

Consultant Graphic, UX & UI Lead

Trice System Pvt. Ltd. (Mobile App Design)

Sep 2018 – Jul 2024

Consultant Sr. UX & UI Designer

Infinity Learn - Sri Chaitanya Educational Institute (Education, E-Learn)

May 2023 - Aug 2023

Consultant Sr. Graphic, UI UX Head

BitCare Solutions Pvt. Ltd.

(Healthcare, Banking, MedSpa, Wellness)

Sep 2018 - Nov 2021

RESPONSIBILITIES:

- **Designed end-to-end workflows, wireframes, style guides, and custom iconography**, maintaining strong brand identity across platforms.
- **Developed both low- and high-fidelity prototypes**, delivering seamless and user-centric experiences across web and mobile.
- **Optimized cross-functional collaboration** by streamlining communication between design and development teams, reducing project turnaround time by up to 20%.
- **Designed and prototyped educational platforms** including Question Creator, Reviewer, Assessments, and Video Classes portals—enhancing learning experiences with intuitive design.
- **Conceptualized and executed seasonal ad campaigns**, increasing brand visibility and audience engagement across digital platforms.
- **Designed and developed intuitive healthcare websites, job portals, and admin dashboards**, focusing on clean, functional UI and a smooth user journey.
- **Crafted compelling visual content** such as presentations, infographics, social media creatives, and print media to support marketing and communication strategies.

RECENT PROJECTS

Copper Bricks LLC.

(Banking/Financing and Mortgage)

PROJECTS:

- Sharestates
- Investor Loan Servicing
- Syndicate Profile
- AIFINITI Information Management Solutions and Services Pvt. Ltd.

KEY RESULT AREAS:

- Designed a 300+ page admin dashboard UI/UX across multiple platforms, from login screens to complex internal pages.
- Led a team of designers and a QA engineer, ensuring seamless execution and top-tier design quality.
- Created custom iconography, logos, and branding assets for clients like CBGC, AIFINITI, and Investors Loan Servicing.
- Collaborated with the COO and dev team for precise design implementation and delivered compelling project presentations.

NFINITY SOLUTIONS PVT.LTD.
(e-Ballot - Online Voting System)

PROJECTS:
• eBallot

KEY RESULT AREAS:

- Designed four versions of the admin dashboard and the complete UI/UX for the user platform, from login to internal pages, across multiple platforms.
- Developed custom iconography tailored to individual projects, ensuring brand alignment and visual consistency.
- Collaborated closely with the Project Manager and development team to ensure seamless design implementation.
- Created comprehensive style guides documenting the entire UX process.

**Infinity Learn -
Sri Chaitanya Educational Institute**
(Education, E-Learn)

PROJECTS:
• Infinity Learn

KEY RESULT AREAS:

- Designed UX for question creation and review, refining it through discussions with the Product Manager.
- Developed an admin panel for posting subject-wise lessons and managing online exams.
- Streamlined the question review process, including feedback submission and sub-admin assignments.

Trice Systems Pvt. Ltd.
(Mobile App Design)

PROJECTS:
• Trice - Neighbourhood App
• Akshayakalpa

KEY RESULT AREAS:

- Designed end-to-end mobile app experiences, including login, subscription flow, wallet integration, product listings, and VIP UI cards.
- Led UI/UX for Akshayakalpa app redesign and Trice Partner app, covering features like product posting, sales tracking, and revenue analytics.
- Built the Tambola Game UI/UX from scratch, focusing on intuitive interaction and engaging visuals.
- Created responsive social media creatives in various formats to support digital marketing campaigns.
- Collaborated closely with developers to ensure seamless implementation and delivered detailed style guides for design consistency.

Bitcare Solutions Pvt. Ltd.
(Healthcare, Banking, MedSpa, Wellness)

PROJECTS:
• GoBitcare

KEY RESULT AREAS:

- Developed and launched a full-featured WordPress website, managing design, development, and SEO collaboration to ensure optimal performance and brand alignment.
- Led a 10-member cross-functional team, overseeing UI/UX for admin pages, membership programs, and securing CEO approval for key design milestones.
- Designed complete branding assets—including logos, brochures, social media creatives, videos, and style guides—maintaining consistency across all platforms.