



**Hi, I'm Venkat**  
**I turn smart thinking into smooth design,**  
**from wireframe to experience.**

**Head of UX & UI | AI & Web3 Product Design**

+91 9032038890 | [venkatmegadula@gmail.com](mailto:venkatmegadula@gmail.com)

[linkedin.com/in/venkatmegadula](https://www.linkedin.com/in/venkatmegadula)

Portfolio: <https://venkatmegadula.com>

Visionary UX & Product Design Leader with deep expertise in AI, Web3, FinTech, HealthTech, eCommerce, and SaaS. I've led 50+ digital products, built scalable design systems, and launched platforms serving 100K+ users globally. Passionate about merging design with emerging tech, I craft AI workflows and blockchain UX that align with both user needs and business goals.

My work drives 30%+ engagement lifts and reduces design-to-dev cycles by 40%, delivering strategic, user-centered innovation.

## SKILLS, TOOLS & TECHNOLOGIES

### UX & Product Design Skills

Design Thinking  
 UX Strategy  
 User Research & Testing  
 Journey Mapping  
 Heuristic Evaluation  
 Information Architecture  
 Accessibility  
 Prototyping & Wireframing  
 Design Systems  
 Interaction Design

### AI & Emerging Tech

AI UX Design  
 Prompt Engineering  
 AI Workflows  
 (ChatGPT, Figma AI, Midjourney)  
 AI Design Tools  
 (Wireframe AI, Image Gen, Copilot)  
 GenAI Integration in UX  
 AR/VR Interface Design  
 Front-End AI Integration

### Web3 & Blockchain Expertise

Wallet UX Design  
 dApp Interfaces  
 Smart Contract UI  
 MetaMask Integration  
 Decentralized Identity  
 NFT Marketplace UI  
 DAO Experience Design  
 Web3.js Integration

### Platforms & CMS

WordPress  
 Webflow  
 Headless CMS (Sanity, Strapi)  
 Squarespace  
 Wix Studio

### UI Design & Visual Craft

High-Fidelity Mockups  
 Responsive Design  
 Micro Interactions  
 UI Animation  
 Visual Storytelling  
 Typography & Color Theory  
 Branding & Creative Direction

### Design Tools

Figma, Adobe XD & Sketch  
 Adobe Photoshop & Illustrator  
 UI Kits & Libraries  
 Miro  
 FigJam / Whiteboarding Tools  
 Notion AI

### Frontend & Dev Collaboration

HTML, CSS, JavaScript (UI-focused)  
 React, Tailwind CSS  
 VS Code  
 Design Handoff & Dev Sync  
 GitHub Copilot

### Analytics, Growth & Marketing UX

Google Analytics  
 A/B Testing  
 Conversion Rate Optimization (CRO)  
 Marketing Funnels  
 Content UX  
 Email Design

### Leadership & Collaboration

Cross-functional Team Leadership  
 DesignOps  
 Agile & Scrum  
 Stakeholder Communication  
 Hiring & Mentoring

## EDUCATION

### Certified Usability Analyst

Human Factors International

### MCA in Computer Applications

Calorx Teachers' University (Sabarmati)

### HTML, CSS & JS - UI Certified

Microsoft

### Design Thinking

IxDF

### AI for Designers

IxDF

### Professional Scrum Master

Scrum.Org

## ACHIEVEMENTS

### Scaled UX Delivery at Vivin

Improved usability, reduced timelines across 14+ projects.

### AI-Powered Design Workflows

3x faster ideas via GenAI integration.

### Award-Winning Healthcare UX

Boosted enterprise efficiency, earned 3 top awards.

### Blockchain Launch Success

Onboarded 25K+ users in 3 months.

## EXPERIENCE

### Product Design Manager Vivin Software Pvt. Ltd.

- Spearheaded UX strategy for blockchain and AI-integrated platforms, increasing user engagement across 5+ products with 35% higher adoption.
- Cut design time by 40% using AI-assisted workflows.
- Created a modular design system that improved development handoff efficiency by 60%.
- Collaborated with founders and engineers to drive scalable UX strategies, boosting feature adoption by 30%.
- Drove user-centered research initiatives, achieving a 30% boost in product satisfaction.

### Chief Experience Officer Vazrh Studios Pvt. Ltd.

- Launched 3 decentralized applications, increasing transaction success rates by 60% across dApps.
- Reduced user onboarding friction by 35% with simplified wallet and smart contract flows.
- Championed accessibility-first designs, improving inclusivity by 40% across the platform.
- Managed and mentored a 10-person distributed team, improving delivery speed by 30%.

### Lead UX/UI Designer Optum(UnitedHealth Group)

- Designed user-centric healthcare tools used by over 5 million users.
- Conducted end-to-end usability testing, decreasing task failure rate by 25%.
- Introduced data-driven design practices that boosted retention by 50% within two quarters.
- Collaborated with PMs and clinicians to integrate clinical data into dashboards, cutting retrieval time by 40%.
- Designed intuitive interfaces for health insurance applications, simplifying complex policy information and reducing user drop-off by 30%.
- Designed wireframes and prototypes in Figma and Adobe XD, ensuring HIPAA and WCAG compliance.

### Senior User Interface Designer Polaris Consulting & Services Ltd

- Revamped banking interfaces for 1M+ users, increasing adoption by 25% and reducing support calls by 15%.
- Implemented reusable design components across 5 financial modules, reducing rework.
- Led core banking UX, boosting task completion by 28%.
- Simplified complex financial workflows into user-friendly experiences.

### UX Design & Frontend Developer HCL Technologies

- Conducted user research, stakeholder interviews, and usability testing sessions, directly influencing key product decisions and reducing support queries by 20%.
- Collaborated closely with developers using tools like Zeplin and Jira, streamlining the handoff process and improving sprint velocity.
- Developed pixel-perfect HTML/CSS/JavaScript frontends, slashing UI bugs by 50%.
- Led design efforts on high-impact projects such as Univison, Cyberscan, Wolters Kluwer, UK Police East Shire, and Athena, boosting data security compliance and public satisfaction by 22%.

### Graphic Web Designer Reasoning Global eApplication Pvt. Ltd.

- Designed B2B e-commerce platforms (Martjack, PCom), increasing checkout completion by 20%.
- Delivered wireframes, prototypes, and style guides, enabling 30% faster client portal rollouts.
- Streamlined design-dev gaps by 30% through close collaboration with engineering teams.
- Instituted design QA workflows, cutting post-launch UI bugs by 40%.

JAN 2023 – PRESENT

SEP 2022 – JAN 2023

JUN 2015 – SEP 2022

JAN 2014 – MAY 2015

APR 2010 – JAN 2014

JUN 2007 – APR 2010