

Raviteja Avvaru

Senior UI/UX Designer

Profile

Creative and detail-oriented Senior UI/UX Designer with 7+ years of experience in crafting intuitive, user-centric, and visually appealing digital products across B2B, B2C, and enterprise domains. Leveraging AI-driven workflows to optimize design efficiency. With expertise in translating complex ideas into scalable, user-friendly solutions. Experienced in leading end-to-end product design processes, conducting user research, collaborating with cross-functional teams and aligning design strategy with organizational goals.

Experience

Senior UI/UX Designer at Elfonze Technologies, Bengaluru

April 2024 — Present

SmartMPS (Enterprise App):

- Designed an intuitive production scheduling interface enabling industries to plan, monitor, and optimize manufacturing workflows efficiently.
- Streamlined complex scheduling processes through interactive dashboards and real-time data visualization.
- Implemented AI-assisted chat features to visualize production data, receive insights, and take scheduling actions seamlessly.
- Collaborated with stakeholders to ensure scalability, usability, and seamless integration across enterprise systems.

Schneider Electric (Embedded Web GUI):

- Designed an user-friendly interface for a physical device application, optimizing the configuration experience to enhance user efficiency.
- Created responsive, intuitive designs tailored for optimal user effort, seamless interaction and usability for hardware-based applications.
- Collaborated with product managers & developers to integrate real-time feedback, streamlining the design-to-deployment process.

B2B Talent Hub (Talent Management) :

- Features an intuitive interface for handling job descriptions, resume management, and applicant tracking (ATS), ensuring an efficient and streamlined hiring process.
- Used AI to match job seekers with roles based on their skills and experience, enhancing accuracy and speed within a user-friendly platform.

UI/UX Designer at JiniCommerce, Bengaluru

October 2018 — March 2024

OrderJini (B2B Sales & Channel Order Management):

- Designed user-centric interfaces for supply chain management systems, prioritizing real-time visibility and intuitive dashboards.
- Focused on delivering actionable interfaces to optimize inventory management and streamline logistics operations.
- Created wireframes and high-fidelity mockups, translating business requirements into functional design solutions.

Details

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Links

ravitejaavvaru.com

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Skillset

Visual Design

Wireframing

Prototyping

User Research

Design Thinking

Interaction Design

Design Systems

Responsive Design

Journey Mapping

AI for UX/UI

Data-Driven Design

Data-Driven Design

Developers Handoff

Design Ops & Collab

DS Group (Ecommerce Platform):

- Developed high-impact intuitive user interfaces for e-commerce platforms, prioritizing streamlined user experiences.
- Enhanced navigation, product discovery, and processes to increase conversion rates and customer satisfaction.

OnePlus (Store Management):

- Employ user-centric design principles for emphasizing seamless interaction & functionality tailored to the needs of store management.
- Conducted usability testing with prototypes, gathered actionable feedback, and implemented iterative improvements to enhance the user experience.

Atmosphere - Maldives (Hospitality):

- Streamlined and implemented intuitive user interfaces for internal resort management system, streamlining operations such as EMS, assignments, inventory tracking, tasks & scheduling.
- Collaborated with product managers and developers with real-time collaboration to streamline the design & development process.

Tools

Figma

Adobe XD

Zeplin/InVision

AI/GPT Tools

Adobe Creative Suite

Upskilling On

Accessibility

HTML, CSS & JavaScript

No Code - Low Code Tools

AI & Design Automation

Languages

English

Hindi

Telugu

❖ Projects

UI/UX Design For Designer Portfolio • 2025

- Designed a modern, responsive portfolio highlighting creative works with intuitive navigation and clean aesthetics.

UI/UX Design For Medilenz (USA) • 2024

- Designed a medico-legal brand website as a freelance project, using Figma and Adobe XD to create user-friendly web screens that aligned with the client's vision.

UI/UX Design For Century Cinemax (Tanzania) • 2024

- Designed an engaging movie booking platform with a focus on seamless ticketing flow, user convenience, and vibrant cinematic visuals.

Website Design For Elfonze ESDM • 2023

- Created a brand-new website using WIX from the ground up for one of the Edutech vertical Electronics System Design & Manufacturing.

Website Design For ecoINSCAPE • 2023

- Utilizing interactive graphic components and WIX, an immersive, educational, and user-friendly showcase homepage was designed.

⇒ Education

B.S.C (Multimedia & Animation), Wiztoonz Academy of Media & Design, Bengaluru

Passed : July 2018

M.P.C (Senior Secondary), Narayana Junior College, Kadapa

Passed : April 2015

S.S.C (Secondary), Nagarjuna Model School, Kadapa

Passed : April 2013

❖ Certifications

Introduction to Accessibility and Inclusive Design, University of Illinois

November, 2025

Generative AI- Introduction & Applications, IBM

June, 2024

UX Design Professional Certificate, Google X Coursera

June, 2023

User Experience Program, Linkedin Learning

March, 2023

Fundamentals of Digital Marketing, Google

August, 2022

★ Achievements

- Acted as a point of representative ensuring workplace compliance with **POSH** guidelines and promoting a safe, respectful work culture.
- Ranked among the top 6 nationwide in Web/Graphic Design Technology in the "India Skills 2018" competition, organized by the Government of India.
- Awarded first place in the "Web Design Competition" at the "Wiz Talent 2017" event held at our academy.