



VENKATESHWAR GADEPALLI

PRINCIPAL UI/UX DESIGNER | PRINCIPAL PRODUCT DESIGNER |
EXPERIENCE DESIGN

ABOUT ME

Strategic, hands-on UX/UI design leader with 20+ years in design and 17+ years specializing in UX/UI, leading end-to-end experience design across web & mobile enterprise applications for Telecom, FinTech & Blockchain, Enterprise Software, Healthcare, HR, and Media & Entertainment.

CONTACT & LINKS

Location:

Hyderabad, Telangana, India

Phone:

+91 62812 21654

Email:

venkateshwargadepally@gmail.com

LinkedIn:

[linkedin.com/in/venkateshwargadepalli-7a798a42](https://www.linkedin.com/in/venkateshwargadepalli-7a798a42)

CORE COMPETENCIES

- UX Strategy & Design Thinking
- User-Centered Design (UCD)
- User Research & Synthesis
- Personas & User Flows
- Wireframing & Prototyping
- Usability Testing
- Information Architecture Mobile
- & Web UX Responsive Design
- Accessibility (WCAG)
- Design Systems
- AI-Assisted Prototyping
- Generative UI Exploration
- AI & Blockchain Product Design
- Design Team Mentoring

WORK EXPERIENCE

VERIZON DATA SERVICES PVT LTD

Hyderabad, India

04-10-2023 – 19-12-2025

● Engr III Consultant - UI/UX Design

Projects: VZGPT, Smart Notifications, PI Management, DeX Employee Experience, CMS Blockchain

- Led end-to-end UX/UI design for web and mobile enterprise products, from discovery, research, wireframing, and prototyping through visual design and developer handoff.
- Applied user-centered and AI-assisted design workflows to translate user needs and business requirements into intuitive, scalable digital experiences.
- Collaborated with product, engineering, and business stakeholders to define solutions and resolve complex UX challenges.

TECHNO-COMP SERVICES PVT LTD

Client: Verizon

18-11-2020 – 03-10-2023

● Lead - UX/UI Designer

- Identified user pain points and improved customer experience for Verizon product design.
- Created user stories, personas, and storyboards to guide experience decisions and align cross-functional teams.
- Translated concepts into user flows, wireframes, mockups, and visual design prototypes adhering to branding guidelines.

SAVART PVT LTD

03-12-2019 – 24-08-2020

● UI/UX Design Head

- Led UX/UI design for Savart FinTech products involving blockchain and AI technologies.
- Directed design decisions and mentored team members in wireframing, prototyping, and interaction design best practices.

FREELANCE CONSULTANT

06-05-2016 – 30-10-2019

● Lead UI/UX Designer

- Drove customer-centric design strategies for web & mobile apps, balancing user needs and technical feasibility.
- Leveraged emerging AI and Blockchain technologies to explore innovative product experiences.

IBM INDIA PVT LTD

03-09-2012 – 25-04-2016

● UI/UX Designer

- Applied IBM Design Thinking principles to translate user needs into intuitive digital enterprise products.
- Established UX strategy, IA, and interaction frameworks that improved overall usability and consistency.

TOOLS & TECHNOLOGIES

DESIGN TOOLS

Figma | Adobe XD | Sketch | InVision | Adobe Creative Cloud | FigJam | Balsamiq | Axure RP

AI TOOLS

Figma AI | FigJam AI | ChatGPT | Claude | Google Gemini | Microsoft Copilot | Adobe Firefly | Midjourney | Uizard | Galileo AI | Framer AI

PERSONAL INFO

Date of Birth:

4th March 1974

Marital Status:

Married

Nationality:

Indian

Languages:

English, Hindi, Telugu

MAGIC N COLOR PVT LTD

05-10-2011 – 27-08-2012

● Team Lead, Flash Design

- Worked with passionate flash-game users and designed game user interfaces and visual assets for development teams.
- Led flash design graphics and animation production for game and entertainment experiences.
- Coordinated design assets and production with game and web development teams.

DQ ENTERTAINMENT

17-10-2002 – 09-09-2011

● Team Lead, Flash Design

- Led flash design UI graphics and animation production for games and television shows.
- Worked on major entertainment brands including EA Sports, Walt Disney, Warner Bros., Nickelodeon, and Cartoon Network.
- Directed a design team delivering visual assets for games and television shows.

EDUCATION

IIIT BENGALURU

Currently Pursuing

● Post Graduate Certification in UX/UI Design

JNTU HYDERABAD

1995 – 2000

● Bachelor of Fine Arts (B.F.A.) - Applied Arts

UX/UI Design & Visual Communication | First Class