SRIKRISHNA PANATHALA

Product Designer

+91 6281962947 | panxu2511@gmail.com | Portfolio

https://www.linkedin.com/in/srikrishna-panathala/

PROFILE

I'm a Product Designer who handles the entire process from research and concept to launch. I've helped clients expand their customer base through thoughtful design and strategic marketing. I stay informed about market trends and understand the nuances of both business and the design industry

WORK EXPERIENCE

UX/UI Designer

VINPERK SOLUTIONS - US CLIENT *Dec 2025 - Feb 2026*

- Designed a comprehensive logistics product system with a unified design system and interactive prototypes across admin and user roles.
- Simplified complex workflows for accidents, costs, and deliveries through clear information architecture and system level UX thinking.
- Designed and validated flows that simulate a 20–30% reduction in errors and drop-offs, based on usability testing and heuristic evaluation.

Product Designer

UPWORK - CLIENT BASED PROJECT *May 2025 - Nov 2025*

- Designed visually engaging, SEO-optimized webpages with clear layouts, user flows, and motion interactions to improve navigation and engagement.
- Applied user insights and performance metrics to refine page structure and content, resulting in higher conversions and reduced drop-offs.

Visual Arts Designer

K12 TECHNO SERVICES LIMITED *Dec 2024 - May 2025*

- Led the end-to-end design of digital tools for schools, improving student and teacher engagement by 35%.
- Conducted user research & usability testing to reduce friction points in workflows.

UX/UI Designer

OPALNEXUS - FINTECH STARTUP *May 2024 - Dec 2024*

EDUCATION

KL University *2021 - 2025*

SKILLS

- User Research & Journey Mapping
- Wireframing & Prototyping
- Information Architecture & Interaction Design
- Visual Design & Design Systems
- Usability Testing & Heuristic Evaluation
- Motion Design & Microinteractions