ARJUNA BABU
KURAGANTI

Design **Specialist**
15+ Years Experience

LinkedIn https://www.linkedin.com/in/kuraganti/
Portfolio https://kuraganti.com/work/

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Experienced UI/UX Design Head with 15+ years in web, mobile, and no-code product design. Skilled in AI-assisted workflows, UX strategy, and team leadership. Proven ability to create scalable design systems and user-focused digital experiences that drive innovation and business results.

Languages
TELUGU, ENGLISH & HINDI

SKILLS

Mentoring
Team Leadership
Team leadership
Decision-making
Problem Solving
Visual Designing
User Research
Information Architecture
Collaboration & Handoff

EXPERTISE

Web Applications, Websties
Mobile/Tab Applications
Professional Presentations
Product Design
Motion Design
Digital Media Assets
Print Media & Branding
CMS

MAJOR DOMAINS

Gaming and Entertainment,
Automotive, Healthcare,
No code Platforms, eCommerce &
Retail, 2D Anims, Social Network,

TOOLS

Figma, Adobe Suite, whimsical
Jira, Trello, Asana
Slack, Figjam, Confluence

AI TOOLS

Chat GPT, UX Pilot, Readdy ai,
Bolt 3.0, Mural

PROFESSIONAL EXPERIENCE

- **From Jan 2023-Present at Brane Enterprises,** Hyderabad

UX/UI Head

Directed end-to-end design for web and mobile applications, ensuring exceptional UI/UX quality, consistency, and usability. Leveraged AI tools and no-code platforms to accelerate design workflows, automate repetitive tasks, and enhance creative output. Developed scalable design systems and intelligent prototypes that improved delivery speed, design precision, and overall product experience. Collaborated with cross-functional teams to align design strategy with business goals and drive innovation through AI-assisted design intelligence.

- **From Aug 2018-Dec 2022 at Alyx ai Labs,** Hyderabad

Design Head

Led design for automotive and e-commerce products, delivering intuitive mobile apps, web interfaces, and marketing materials. Ensured UI/UX quality, consistency, and creative alignment across teams to enhance user engagement and brand impact. Also contributed to Microsoft Hackathon projects, driving innovative design solutions and rapid prototype development.

- **From Aug 2018-Oct 2019 at MyMedicare,** Hyderabad

Design Head

Served as Design Head and key UI/UX designer for Medicare health system web applications, ensuring end-to-end design quality, usability, and visual consistency across all platforms. Led the creation of user-centered interfaces and maintained design systems to align with brand and accessibility standards. Collaborated with cross-functional teams to deliver seamless digital experiences. Additionally, directed the design of print and marketing materials, as well as social media campaign assets, enhancing brand visibility and audience engagement.

- **From Feb 2011-July 2018 at iCool Information Technologies,** Hyderabad

Design Team Lead & Applications Design and Web Developer

Managed design and development for U.S. automotive dealer web and marketing campaigns, including brands such as Toyota, Ford, GM, BMW, and Jaguar. Created high-conversion visuals and responsive interfaces while ensuring brand consistency and streamlined workflows for faster, more impactful creative delivery.

- **From Jan 2008-Jan 2011 at Global Parameters,** Hyderabad

Team Lead, Applications Design and Web developer

Worked as a Team Lead, designing web and print materials for US automotive dealers' email marketing campaigns. Led a team to create visually compelling and conversion-driven designs. Ensured brand consistency and optimized designs for maximum engagement.

- **From July 2003-July 2011 at Al Andalus Factory for Cement Products ,** Doha, Qatar

Production Engineer

Cement Block Production, Billing Software Development.

U!X
Product Designer
DESIGNER
RESEARCHER
Manager & Mentor