

# LYDIA BHUPATHIRAJU

UI/UX Designer (open for full time/contract roles)

Email: [Lydiagrace890@gmail.com](mailto:Lydiagrace890@gmail.com) | Portfolio: [Lydiabhupathiraju.com](http://Lydiabhupathiraju.com) | Phone: (317) 540-1653

ABOUT

Creative and results-driven UI/UX Designer with 2 years of experience designing intuitive, data-informed digital products, including AI-based platforms for text and data mining. Skilled at transforming complex user insights into elegant design solutions that improve usability and drive measurable engagement. Strong background in Human-Computer Interaction and passionate about crafting accessible, scalable experiences that align with user needs and business goals.

WORK EXPERIENCE

## PeakMacro

Founding Designer

Sep 2025- Present

- Served as the founding designer for Peak Macro, shaping the product vision and defining the overall UX direction for a calorie-tracking mobile app from the ground up.
- Led discovery and usability sessions that uncovered behavioral patterns, validated feature assumptions, and informed continuous product refinements across early builds.
- Built early design foundations—including interaction patterns, visual identity, and feature frameworks—and partnered closely with client to ensure seamless handoff and high-quality execution.

## NeonBrains

Product Designer

June 2025- Present

- Led the end-to-end UX/UI design of PrAlyerly's core product by transforming early-stage concepts into a functional MVP through wire-framing, prototyping, and iterative user testing.
- Conducted user research including interviews, surveys, and competitive analysis to define user needs, inform product strategy, and support data-driven design decisions.
- Developed a scalable Figma design system, created user flows, information architecture, and component libraries, while ensuring accessibility compliance with WCAG 2.1 standards and ARIA guidelines to enhance usability for all users.
- Collaborated cross-functionally with product managers and developers to prioritize features, deliver user-centered, accessible solutions on schedule.

## Megaputer

UI/UX Designer

Jan 2024- April 2025

- Synthesized insights from competitive analysis of 10 competitor platforms, heuristic evaluations of 5 interfaces, and environmental scans, informing redesign recommendations
- Interviewed 5+ stakeholders and 10+ users through think-aloud sessions to uncover user needs and preferences, leading to a 90% improvement in user satisfaction and alignment with business goals.
- Analyzed 15+ research papers on redesign strategies and employed card sorting techniques to refine information architecture, enhancing user navigation and reducing cognitive load by 35%.
- Redesigned and implemented intuitive information architecture and design systems, improving usability and consistency across platforms, which increased user engagement by 45%

## Chess for visually impaired

UX Research | Case study

Mar 2024- April 2024

- Engineered innovative tactile chess interface for visually impaired players, based on comprehensive analysis of 11+ academic and industry sources, addressing major accessibility challenges and significantly enhancing gameplay experience.

SKILLS

**Research:** User Interviews, Surveys, Usability Testing, Google Analytics, Task Analysis, Market Analysis, Journey Map, Storyboarding, Affinity Mapping

**Tools:** Figma, Sketch, Adobe XD, Blender, Adobe Photoshop, Adobe Illustrator, Adobe Pro Suite, Adobe

**Design:** Interaction Design, Visual Design, Information Architecture, Sketching, Storyboarding, Flowchart, Wire framing, Prototyping, Typography

**Languages:** JavaScript, C/ C++ Visual Basic, HTML, R, CSS

EDUCATION

## Indiana University Indianapolis

GPA- 3.8

Masters in Human-Computer Interaction

Dec 2024

CERTIFICATIONS

- Google UX Design Certificate
- Nielsen Norman Group UX Certification
- Interaction Design Foundation (IDF) Certification