LYDIA BHUPATHIRAJU

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

Email: Lydiagrace890@gmail.com | Portfolio: 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

NeonBrains   June 2025- Present

Founding Designer

- Spearheaded the UX and UI design of Praiyerly's core product, translating early-stage ideas into a functional MVP through rapid prototyping, user insights, and lean design practices.
- Collaborated cross-functionally with developers and founders to streamline feature prioritization, cut non-essential elements, and improve delivery speed, increasing product clarity and reducing dev rework by 30%.
- Conducted user testing, mapped user flows, and implemented iterative UX improvements that boosted onboarding completion and early user engagement.
- Designed a responsive, SEO-optimized interface and built a scalable Figma design system, ensuring UI consistency and enhancing organic traffic and development efficiency

Community Christian Academy

UI/UX Designer   Feb 2025- June 2025

- Performed a detailed website audit to evaluate usability, identify outdated content, and pinpoint areas for enhancement
- Redesigned the site's information architecture, reducing average user navigation time by 47% and increasing visits to admissions and programs pages by 60%
- Implemented responsive design to ensure consistent performance across devices, boosting mobile traffic by 42% and reducing bounce rates on key pages.

Megaputer

UI/UX Designer   Jan 2024- Dec 2024

- 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