

Raviteja Govindaraju

User Experience Designer

grt1710@gmail.com | +91 958 144 0138

[Linkedin](#) | [Personal Website](#)

Profile

A self-taught UX designer focussed on design thinking, understanding users, their online and offline behavior and designing effective solutions to meet user goals and business goals. A keen learner with an eye for detail.

Work Experience

Sr. UI / UX Designer, **Housing.com**

New Delhi | Dec 2014—Nov 2015

- Designed [Housing for Agents](#), an app for real estate agents to manage their leads and properties and boost their business with the help of agent network. Actively involved in user research and usability tests for the product.
- Created user flows and wireframes for a mobile app for BigBHK, a property and tenant management tool for PG owners.
- Worked in an agile environment and was a part of design sprint planning

UI / UX Designer, **HatchForce**

Hyderabad | Jun 2013—Dec 2014

- Translated business objectives and user requirements into workable solutions
- Conceptualized and Designed new interfaces from wireframe to final concept; Conducted moderated user testing during key stages of design to ensure that the UI is delivering a good user experience
- Worked on a variety of products including InviteMe, PeepSqueeze, PerfectPetMatch, Pylvot and Sportybird.
- Designed an iphone application for employers registered with Jobhuk.com

Designer Co-Founder, **Desto**

Chennai | Feb 2011—Apr 2013

- As the lead designer and co-founder, I handled the design department, end-to-end at Desto Creative Solutions, a design services firm
- Worked with 20+ clients in a span of 2 years

Education

B.Tech, Mechanical Engineering

Indian Institute of Technology, Madras | Class of 2012
CGPA 8.2 out of 10

Class XII

Narayana Junior College, Hyderabad | Class of 2008
Stood as a state topper with 98.1%

Articles

I publish articles on design research, intelligent design and UX breakdowns. My articles have been featured on various websites like Sidebar, Smashing Magazine, WebDesignerDepot and DesignerNews. Here are some of my best works.

[UX Breakdown of Customer Reviews](#)

[Insights from Customer Ratings on Flipkart, Amazon and Snapdeal](#)

[Design Explorations for Adding a Contact](#)

[Designing Smart Push Notifications](#)

[10 Things I want Google Now to do for me](#)

[An App that writes your autobiography \(Concept\)](#)

[UI / UX comparison of Cleartrip, Makemytrip and Yatra](#)

Additional Details

- Secured 93.5% in a certified online course on **Human Computer Interaction** offered by University of California, San Diego on Coursera
- Worked as Design Core for Shaastra 2010, technical festival of IIT Madras
- S Grade (10 out of 10) in **Innovation and Product Design** minor at IIT Madras
- Attended **Mobile User Experience** workshop by Human Factors International
- Created identity design for FrenchBob.com, Shopfrik.com (an African ecommerce site), CloudEngine, Expertjobs.org, Automotive Structures India, VentaCarros (a Spanish Automobile news site), etechnologia.com (a Spanish Tech News site) etc. as a freelancer.
- **Speaker for Tech Talks** event on the topic **Designing better interfaces** organized by dirt9 Designers, Hyderabad.
- Limelight speaker on **12th Designers Meet** conducted by **Adobe Photoshop User Group** at IIT Madras Research Park, Chennai

- Workshop instructor at Camp K-12 in The International School Bangalore (**TISB**) for Computer Animation and Video editing
- Designed and sold Hyderabadi merchandise under the brand name **Folktales** which got featured on 6 prominent newspapers in the state
- **Fellow, Startup Leadership Program (SLP)**, Hyderabad chapter 2013-14 batch. SLP is a highly selective, 80-hour, 6-month world-class training program and lifetime network for outstanding founders and innovators.
- Finalist in Creative Writing contest held by National Balbhavan (one of the top five selected from South zone of India)