

# Sanghavi

[ksanghavireddy@gmail.com](mailto:ksanghavireddy@gmail.com)

[www.linkedin.com/in/sanghavireddy](http://www.linkedin.com/in/sanghavireddy)

<http://sanghavireddy.com/>

A passionate and design-oriented **Experience Designer** with over **8 years of expertise** in UX design, research, and frontend development. Proven experience designing **enterprise systems in financial and regulatory domains**, leading UX strategy, inclusive design initiatives, and cross-functional collaboration. Adept at developing innovative, user-centered, and accessible experiences that align with business goals and enhance operational efficiency.

## CORE RESPONSIBILITIES

- Conducted qualitative user research by organizing contextual interviews, design workshops, and focus group sessions with stakeholders and end users.
- Responsible for visual design, information architecture, interface design, usability research, and localization of enterprise web applications. Created user journey maps, personas, scenarios, information architecture, and style guides.
- Extensive experience in developing user interfaces with modern JavaScript frameworks and libraries, including ReactJS, Angular, and Vue.js, for high performance and responsiveness.
- Knowledge of testing frameworks like Jest and Cypress, with experience in writing and maintaining test cases to ensure application stability and quality.
- Proficient in version control systems (Git) and CI/CD pipelines, ensuring seamless deployment and version management. Skilled in creating comprehensive, interactive Figma designs with an emphasis on accessibility (WCAG) and quality to promote inclusive user interfaces.
- Expert in DLS 6 for cohesive UI features and proactive learning for DLS 7 migration. Integrated SASS for enhanced styling capabilities and maintainability.
- Familiarity with GraphQL and RESTful APIs for integrating front-end applications with backend services.
- Led the end-to-end product development lifecycle, delivering high-quality, user-centric products.
- Developed low and high-fidelity prototypes, transforming legacy applications into modern responsive designs with tools like Axure RP, InVision, Sketch, Figma, and Adobe XD.
- Demonstrated adaptability by taking on roles beyond design when necessary to ensure project completion and impact.
- Maintains a proactive learning mindset, continually exploring innovative solutions for complex design challenges.
- Contributed positively to team culture by fostering healthy work dynamics and supporting teammates in achieving goals.
- Strong attention to detail, dedicated to refining even the smallest elements to enhance usability and delight.
- Passionate about design tools, especially Figma, and staying updated with industry advancements, including attending events like Config.

- Conducted usability testing to improve scores and iterated on designs based on feedback, collaborating with development teams to ensure feasible implementation.
- Supported and coached teams on using design tools effectively within the context of Design Systems.
- Created compelling narratives in client presentations, emphasizing user-centered design to demonstrate the value of design recommendations.
- Actively contributed to maintaining an inclusive, creative studio culture that fosters collaboration and innovation.
- Worked closely with product managers and developers to align design goals with business objectives. Advocated for mobile-first principles, optimizing designs for various devices.
- Contributed to scalable design systems with consistent, reusable components, evolving patterns to meet changing user needs.
- Collaborated closely with architecture, data, and compliance teams to align design with microservices, APIs, and enterprise platforms.
- Specialized in designing compliant, user-centered experiences for financial and regulatory systems, improving operational workflows.

## CERTIFICATION

- Google UX design Professional Certificate: **Coursera**
- HTML and CSS in depth by Meta Certification: **Coursera**

## SKILLS

UX Techniques and Deliverables	Design Brainstorming, UX Strategy, Focus Group Interviews, Contextual Interviews, Design Workshops, Task Analysis, Participatory Design sessions, Journey Maps, Card Sorting, Usability Reports, User interaction annotations, Google Material Design, Ethnography, Usability Research and Testing. UX presentations, Proposals, Usability Reports, Storyboards, Journey Maps, Style Guides, Sitemaps, Process Flows, User Interaction annotations for Developers and Testing teams
Designing Tools	Axure RP, Figma, InVision, Adobe XD, Adobe Creative Suite, Sketch, WebFlow
Usability Testing	Morae, A/B Testing, Google Analytics, Userlytics
UI Development	Bootstrap 5, Responsive Grid, MaterializeCSS, HTML5, CSS3, LESS, JavaScript, Visual Studio, Visio, Eclipse

Knowledge	WordPress, Shopify, ServiceNow, Jira, Confluence
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Cloud Computing	Experienced with cloud providers, with knowledge of transitioning to AWS and using Jenkins for CI/CD.
Web Application	Strong understanding of software architecture and web development principles, including REST APIs
Frontend Development	ReactJS, HTML5, CSS3, JavaScript, SASS, Bootstrap 5, Responsive Grid, MaterializeCSS, Visual Studio, Eclipse

Agile Development	Knowledge of agile development/scrum concepts
Tools and technologies	WebFlow, Morae, Google Analytics, Userlytics

## PROFESSIONAL EXPERIENCE

### UI / UX Designer June 2024-Present International Financial Cooperation ,DC.

Projects: Business Event Manager (Desktop Application), Time Recording System (Desktop Application), Program Summary (Mobile Application), Rate Setting System (Mobile and Desktop app)

#### Accomplishments:

- Designed **end-to-end service flows, wireframes, and prototypes** for complex user interactions across desktop and mobile.
- Applied **inclusive design** and **accessibility guidelines (WCAG)** to create equitable user experiences.
- Collaborated with product, architecture, and data teams to align design with technology stack (APIs, microservices, client-side).
- Developed **design/research strategies** to align business goals with user needs.
- Conducted contextual interviews, usability testing, and stakeholder workshops.
- Created **user journey maps**, personas, and “north star” experience visions for transformational design.
- Mentored junior designers and promoted a culture of inclusivity and accessibility.
- Advocated for **mobile-first** and **customer-centric solutions** for back-office specialists.
- Ensured feasibility and design consistency by collaborating closely with engineering and compliance teams.
- Designed scalable and compliant UX patterns tailored for **Legal & Regulatory Operations**, ensuring consistency across domains.
- Partnered with cross-functional teams to **integrate experience design into product development** and optimize outcomes.
- Translated regulatory requirements into clear and usable **UX flows and micro-interactions**.

**Technologies Used:** Axure RP, Visio, Morae, Adobe Photoshop, Visual Studio, HTML5, CSS3, Bootstrap, JavaScript, Angular 2, Angular 4 and ALM

## UI/UX Designer April 2023-May 2024

### PartRunner, Boston

Projects: Partrunner website and Apps for consumer and drivers

#### Accomplishments:

- Designed scalable, responsive UI architecture for web and native apps with consistent design systems.
- Collaborated with developers, QA, and product teams for accessibility, usability, and performance.
- Conducted usability testing and A/B experiments to optimize user journeys.
- Developed reusable **UI components and libraries**, enhancing design efficiency.
- Created visual design documentation and UX artifacts for enterprise alignment.
- Partnered with engineering teams to integrate **user experience design into the development process**.

**Technologies Used:** Axure RP8, HTML5, CSS3, Bootstrap, JavaScript, Angular 5+, jQuery, Photoshop, and Git.

## Product Designer Mar 2021-Oct 2022

### Leo1, Mumbai, India

#### Accomplishments:

- Designed **inclusive digital experiences** in the financial services domain, focusing on loan accessibility and transparency.
- Personalized UX flows based on user profiles, academic data, and financial behaviors to optimize engagement.
- Integrated **gamification** and community features for peer support and retention.
- Introduced **AI-driven chatbots** to assist users and improve accessibility.
- Applied user-centered design methods to build mobile-first, engaging experiences.
- Collaborated with compliance and data teams to align design with financial regulations.

## UI/UX Designer Feb 2016-Jan 2021

### Financepeer, Hyderabad, India

#### Accomplishments:

- Designed enterprise-level UX for **financial and back-office systems**, improving onboarding and repayment workflows.
- Conducted ethnographic research, usability testing, and accessibility audits for diverse users.
- Collaborated with architecture, product, and compliance teams to ensure secure, transparent workflows.
- Created **storyboards, journey maps, and wireframes** for regulated digital processes.
- Implemented accessibility and inclusive design practices (WCAG, GDPR, CCPA compliance).
- Used analytics insights to inform design decisions and measure KPIs like engagement and retention.