



Deepak Raj Dandu

UI/UX Designer

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[Portfolio](#)

[LinkedIn](#)

Work Experience

Senior UI/UX Designer

Jan 2022 - Present

Ramson Softech Pvt Ltd

- Lead UX and UI design for multiple Android apps published on the Google Play Store, including wallpaper and utility apps.
- Designed complete app ecosystems: information architecture, user flows, navigation patterns, and interaction states optimized for Android Material Design
- Created Play Store-ready app icons, splash screens, feature graphics, and screenshot compositions that improved store visibility and install rates.
- Designed premium and monetization flows (watch-ad-to-unlock, paywall, subscription prompts) that guide users to watch rewarded ads or purchase premium access
- Collaborated with developers to implement responsive layouts, edge-case states, and accessibility-compliant UI for a wide range of screen sizes and densities.
- Planned and designed in-app UX experiments (A/B variants of paywalls, CTAs, and onboarding) to improve conversion and retention metrics.

UI & Interaction Designer

June 2018 - Dec 2021

Ramson Softech Pvt Ltd

- Designed high-fidelity UI for Android and web dashboards, focusing on typography, visual hierarchy, and visual consistency across design systems.
- Designed complete app ecosystems: information architecture, user flows, navigation patterns, and interaction states optimized for Android Material Design
- Partnered with product and dev teams to translate wireframes into polished interfaces aligned with branding and platform guidelines.

Visual & Graphic Designer

May 2017 - May 2018

Ramson Softech Pvt Ltd

- Produced marketing visuals, icons, banners, and social media creatives that aligned with brand identity.
- Designed visual assets for app promotions, including feature graphics and promotional banners used in campaigns and app listings.

Graphic Web Designer

Jan 2016 - April 2017

Freelance

- Utilized human-centered design principles to create visually appealing and intuitive user interfaces, driving a 25% reduction in user onboarding time

Profile

Senior UI/UX Designer with 9+ years of experience and 30+ published Android apps. Expert in Material Design, end-to-end mobile UX, and Play Store assets. Proven track record of delivering intuitive, high-impact interfaces through cross-functional collaboration.

Education

Bachelor of Technology (EEE)

Kottam College of Engineering, 2015

Skills

User research, visual design, usability testing, interaction design, wireframe, prototyping, Mockups, user flows, UX strategy, product management, teaching and mentoring.

Tools

Code

HTML5, CSS3, JavaScript.

Research & Design

Figma, Adobe XD, Miro, framer, Photoshop, Illustrator, Maze, Figjam.

Certifications

UX Design Professional Certificate

Course Era

Digital Marketing

Course Era