

Venkataramana Kota

Hyderabad, India

Email: venkataramanakota2000@gmail.com | Phone: +91 6305535914

LinkedIn: [linkedin.com/in/raexvk](https://www.linkedin.com/in/raexvk) | Portfolio: <https://veedesign.vercel.app>

PROFESSIONAL SUMMARY

Product Designer with 3 years of experience who scaled a mobile app from zero to 30,000 users in 63 days and drove a 57% increase in daily engagement through gamification and growth design. Combines end-to-end product design with AI-augmented workflows using Claude Code for rapid prototyping and AI-assisted research to compress discovery to launch cycles, delivering measurable business outcomes across retention and efficiency.

WORK EXPERIENCE

Product Designer | turtil - Hyderabad, India | Jan 2024 – Present

- Led end-to-end product design of the turtil app from discovery to launch, partnering with the founder to define MVP scope and product roadmap. Scaled to **30K users within 63 days of launch**.
- Drove **57% increase** in daily app opens through strategic gamification features and designed TCL (turtil College League), a 3-season engagement program that **boosted user engagement by 38%**.
- Designed end-to-end UX for an **18-module** Campus Management System with 4 roles, now **live with 6 colleges**. Building a modular architecture flexible enough to support future modules without disrupting existing data flows or workflows.
- Simplified deeply complex institutional workflows for non-tech-savvy, middle-aged users, translating cross-module dependencies and multi-role logic into interfaces that required minimal onboarding and no prior system experience.
- **Reduced design iteration cycles by ~40%** by integrating AI tools into the workflow, using Claude Code to rapidly build functional prototypes and AI-assisted research to synthesize user insights faster.
- Designed and launched a referral system that **grew the user base by 7.1%** organically, reducing dependency on paid acquisition.
- Built a component-based design system with **50+** reusable components, **cutting new feature design time by ~30%** and ensuring visual consistency across 3 product surfaces.

- Designed and shipped UI animations and micro-interactions using **Jitter and Lottie**, improving feedback clarity and perceived performance across the app experience.

UI/UX Designer (Contract) | turttil - Hyderabad, India | Jun 2023 – Dec 2023

- Explored multiple MVP concepts, wireframes, and prototypes to validate product direction and support product market fit discovery.
- Designed core user flows, interaction patterns, and information architecture that formed the foundation of the turttil app experience.

SKILLS

Product Design, UX Design, UI Design, Interaction Design, Mobile App Design, Dashboard Design, Gamification, Wireframing, Prototyping, User Research, Information Architecture, Usability Testing, Cross-functional Collaboration, Stakeholder Management.

TOOLS

Figma, FigJam, Framer, Notion, Jitter, Lottie, ChatGPT, Claude, Claude code.

EDUCATION

- **UI/UX Design Bootcamp** - Upgrad, 2023
- **B.Tech, Mechanical Engineering** - Raghu Engineering College, Visakhapatnam, 2022