Sudheer Reddy Kancharla

Product Designer | UI/UX Designer

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Notice period: serving notice, available to join from early December 2026

PROFESSIONAL SUMMARY

Product Designer with 3.5 years of experience designing end-to-end web and mobile experiences for B2B and B2C SaaS products, including payments, scheduling and booking, and CRM-based customer support systems. Reduced bounce rate by **18%** on a payments platform that scaled to **100K+ users** and improved booking efficiency by **25%**. Skilled in user flows, interaction design, wireframing and prototyping in Figma, design systems and usability testing, working closely with engineering and marketing teams.

WORK EXPERIENCE

UX/UI Designer | Moksh Corp **Nov 2024 – Present**

B2B and B2C platforms

- Lead end-to-end product design for B2B and B2C platforms, from user journeys and user flows to UI design, improving conversion and retention.
- Translate business requirements into scalable UX solutions across multiple projects.
- Partner with marketing and engineering teams to keep the user experience consistent across touchpoints.

UX/UI Designer | Aptagrim Limited **Sep 2024 – Nov 2024**

CRM / customer support SaaS

- Owned end-to-end UX for a CRM-based ticketing system managing SLA-driven customer support workflows.
- Simplified agent workflows and collaboration, **reducing cognitive load** for support agents.
- Designed multi-state interactions (open, pending, escalated) and the edge cases of complex workflows.
- Built scalable design system components with developer-ready handoff.

UI/UX Designer | Skygoal Innova Technologies **Feb 2023 – Jun 2024**

Payments, booking and live commerce

- Reduced **bounce rate by 18%** on a payments platform (web and mobile app) that scaled to **100K+ users**.
- Improved **booking efficiency by 25%** by simplifying scheduling and time-slot selection flows.
- Designed live video commerce flows balancing real-time communication and transactions.
- Maintained design systems and worked with engineering on responsive implementation across devices.

SKILLS

UX Design: Product Design, Product Thinking, User Flows, User Journeys, Interaction Design, Wireframing, Prototyping, Usability Testing, Data-Informed Design, Complex Workflows

UI Design: Design Systems, Responsive Web Design, Mobile App Design, Developer Handoff

Domains: SaaS (B2B and B2C), Payments / Fintech, Scheduling and Booking, CRM / Customer Support, Live Commerce

Tools: Figma, Adobe XD, ProtoPie, Framer, Webflow, Blender

Collaboration: Cross-functional Collaboration with Engineering and Marketing

EDUCATION

B.Tech in Computer Science | Nalla Malla Reddy Engineering College, Hyderabad **2021**

CERTIFICATIONS

Google UX Design Certificate | Coursera **2023**

UX fundamentals, user research, wireframing, prototyping and usability testing