

Mithra Achalla

UI/UX & Product Designer

(484) 757-4785 | mithra.ux@gmail.com | [Portfolio](#) | [LinkedIn](#)

Philadelphia, USA | [Open to Relocate](#) | [Open to Remote](#)

Summary

UX Designer with **3+ years of experience** creating user-centered designs for web and mobile applications. Proven ability to improve user engagement and retention through data-driven design solutions. Passionate about **leveraging AI and emerging technologies** to create **innovative and accessible digital experiences**. Currently pursuing a **Master of Science in Human-Centered Interaction Design** to further enhance expertise in user research, interaction design, and inclusive design practices. Seeking a challenging role where I can contribute to a dynamic team and make a significant impact on product strategy and user satisfaction.

Professional Experience

UX Consultant | Techouts Pvt Ltd, India

May 2019 - October 2021

- Spearheaded the design of an iOS app featuring a dynamic pricing engine, resulting in a **20% increase** in operational efficiency for a **leading American dental equipment manufacturer**. This involved user research, wireframing, prototyping, and collaboration with developers.
- Led the UX/UI redesign of the Shoppers Stop Android app and website, focusing on improved navigation and user engagement. Through user testing and iterative design, **achieved a 15% increase in user retention**.
- Conducted **user research, including user interviews, journey mapping, and usability testing**, to inform user-centered design decisions and align with both business goals and user needs.
- Developed **low- to high-fidelity wireframes, interactive prototypes, and design systems**, adhering to WCAG accessibility standards.
- Collaborated effectively with **cross-functional teams** (product managers, developers, marketing) to ensure seamless implementation of design solutions, reducing development rework by **10%**.

UI/UX Designer & Graphic Designer | Aptagrim Limited, India

November 2018 - March 2019

- Redesigned the company's **product website and app**, improving navigation and visual appeal, leading to a **10% increase** in user engagement.
- Conducted **user research** and translated findings into wireframes, prototypes, and final design assets, ensuring alignment with user needs and business objectives.
- Designed **marketing materials** (motion graphics, banners, logos, brochures) for digital and print campaigns, contributing to a **30% increase in brand visibility**.
- Streamlined **information architecture and performed A/B testing** to optimize design effectiveness and improve key metrics.

Graphic Designer Intern | Eventsions, India

March 2017 - October 2017

- Created **visual design assets** for **Lifestyle**, one of India's top e-commerce brands, including promotional banners, product visuals, and social media content.
- Developed **custom illustrations and whiteboard animations** to support marketing campaigns, increasing customer engagement by **12%**.
- Collaborated with **cross-functional teams** to deliver visually appealing and **user-focused designs**, ensuring project goals were met effectively.

Graphic Designer Intern | Creative Designs, India

March 2016 - October 2016

- Designed **banners, logos, brochures, and social media graphics** for various clients, supporting marketing campaigns and brand identity development.
- Collaborated with **clients to deliver tailored design solutions** aligned with their goals. And produced high-quality graphics and layouts using Adobe Illustrator and Photoshop within tight deadlines.

Education

Masters in Human Centered Interaction Design | Harrisburg University, Philadelphia, USA.

Aug 2022 - May 2025

- Focused on designing user-centered **digital experiences, leveraging research, accessibility, and multimodal interaction** principles to create innovative and inclusive solutions.
- Engaged in projects exploring **AI-driven design, multimodal interfaces**, and accessibility-focused product development, applying data-driven methodologies to solve complex UX challenges.
- Developed interactive prototypes and design systems for various real-world applications, emphasizing collaboration with **stakeholders to align business goals with user needs**.
- **AI for City of Philadelphia App** : Designed an AI-powered solution to improve the City of Philadelphia's official app, addressing usability and accessibility challenges. Focused on integrating **AI-driven search, personalized navigation, and chatbot assistance** to streamline citizen interactions with government services. Conducted extensive research, feasibility analysis, and ethical evaluations to ensure the solution was scalable, inclusive, and efficient.
- **Thesis Project**: Investigating the challenges students face when selecting a major at different universities before going abroad, specifically addressing the difficulty in finding relevant institutions from their home country. Designed a research-driven solution aimed at streamlining the decision-making process through intuitive digital tools.

Diploma in Multimedia | Arena Animations, India

July 2015 - May 2018

B.com Commerce | GITAM University, India.

Aug 2017 - May 2020

Skills

Technical Skills

- **Design Tools**: Figma, Sketch, Adobe XD, Adobe Creative Suite (Illustrator, Photoshop, InDesign), Miro, FigJam
- **Prototyping & Development**: Basics of HTML, CSS, WordPress, Webflow
- **Analytics & Accessibility**: Google Analytics, WAVE, Voiceover
- **Collaboration Tools**: Jira, Asana, Confluence

Professional Skills

- **User Research**: Competitor Analysis, Semi-Structured Interviews, Usability Testing, Journey Mapping
- **Design Thinking**: User Flow Design, Wireframing, Rapid Prototyping, Information Architecture
- **UI/UX Design**: Interaction Design, Responsive Web Design, Mobile App Design, Design Systems
- **Accessibility & Inclusivity**: WCAG Compliance, Inclusive Design, Accessibility Audits
- **Visual Communication**: Motion Graphics, Branding, Marketing Materials, Presentation Design
- **Methodologies**: Agile, Scrum, Cross-Functional Collaboration