



Anand Didla

UX DESIGNER

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16+ years of experience in Digital Design, UX/UI, and Creative Leadership

Senior UX Designer focused on simplifying complex enterprise and operational systems into clear, intuitive user experiences. Experienced in modernizing legacy platforms and designing scalable workflows through collaboration and systems thinking.

Work Experience

■ UX LEAD

Krunchbox India Pvt Ltd | Hyderabad

05/2025 to 11/2025

- Led UX for the Krunchbox analytics platform, designing AI-driven insights and interactive dashboards for data-heavy decision making.
- Defined end-to-end user flows, interaction patterns, and UI standards in close collaboration with product and engineering teams.
- Improved UX quality and team alignment through structured design processes, documentation, and shared design principles.

■ SENIOR UX DESIGNER

Raytex IT Services LLP | Hyderabad

01/2017 to 04/2025

- Led the design of workflows and interfaces for enterprise platforms including eModal Progate Terminal Services, eModal Port Portal, and Envio 360.
- Built cohesive design and identity systems to unify user experience across logistics and port-operations products.
- Collaborated cross-functionally to transform complex operational processes into clear, intuitive enterprise UX solutions.

Design Expertise

■ UX Design

- Information Architecture
- Wireframing
- Prototyping
- Journey Mapping
- Interaction Design
- Data Visualization

■ UI & Visual Design

- UI Design
- Motion Design
- Identity Systems
- Illustration
- Animation

■ Research & Insights

- UX Research
- Usability Testing
- Data Analysis

■ UX/UI DESIGNER

Efficacy Systems Pvt Ltd | Hyderabad

06/2015 to 12/2016

- Designed and prototyped Reefer-Watch 2.0 (web and mobile), a reefer container tracking application for Mark IT Services.
- Worked with early responsive design patterns and browser compatibility challenges using Photoshop, Illustrator, Marvel, and InVision.

■ FREELANCE UX DESIGNER & WEB DEVELOPER

02/2013 to 05/2015

- Designed and developed custom websites, including WordPress themes and CMS workflows.
- Managed end-to-end project delivery from requirements gathering to deployment for diverse client engagements.

■ WEB DESIGNER

New Media Communications Pvt Ltd | Mumbai

11/2008 to 01/2013

- Designed and developed HTML/CSS websites and WordPress portals for digital magazine properties.
- Delivered clean, editorially aligned layouts for early web platforms prior to responsive and accessibility standards.

Tools

- Figma
- InVision
- Adobe CC
 - Photoshop
 - Illustrator
 - Animate
 - After Effects

Technical Skills

- HTML & CSS
- JavaScript
- VS Code
- CMS Platforms
 - WordPress
 - WebFlow

Education

- Bachelor of Computer Applications (BCA)
C V Raman University
- PG Diploma in Multimedia
Edit Institute of Design