

Kesava Rao P

Lead UI/UX Designer & Design System Lead

Mobile: **+91 9490823262**

@: kesavadesigner@gmail.com

Portfolio: www.kesavadesigns.com

<https://linkedin.com/in/kesavaraop>

Professional Summary

Lead UI/UX Designer and Design System Lead with 16+ years of experience designing intuitive, accessible, and scalable digital products for U.S. healthcare and enterprise SaaS platforms. Expert in Figma-based design systems, end-to-end UX strategy, information architecture, and interaction design. Proven record of reducing task completion time by 30 - 35%, cutting user errors by 40%, and driving physician adoption through evidence-based design thinking. Deep expertise in WCAG 2.1, HIPAA compliance, and cross-functional collaboration with product, engineering, and clinical stakeholders. Comfortable leading design sprints, conducting usability testing, and delivering pixel-perfect, mobile-first, accessible interfaces.

Core Competencies

- | | | |
|-----------------------------------|--|--|
| • UX Strategy & Research | | Figma · Adobe XD · Sketch |
| • Information Architecture | | Design Systems & Component Libraries |
| • Interaction Design | | User Journey Mapping · Persona Creation |
| • Wireframing & Prototyping | | Usability Testing · Heuristic Evaluation |
| • Design Thinking & Design Sprint | | A/B Testing · Data-driven Design |
| • WCAG 2.1 · HIPAA Compliance | | Agile/Scrum · Design Handoff (Zeplin/Dev Mode) |
| • Dashboard & Data Visualization | | Power BI · Custom Chart Components |
| • HTML5 · CSS3 · Bootstrap | | Responsive & Mobile-first Development |
| • Stakeholder Presentations | | Cross-functional Team Leadership |
| • Healthcare Domain (IPA/EHR/AWV) | | Enterprise SaaS Platforms |

Professional Experience

Inventcorp Technologies Ltd., - Hyderabad	
Lead UI/UX Designer & Frontend UI Architect	2019 - Mar 2025
Senior UI/UX Designer	2013 - 2018
Web Designer	2007 - 2012

Key Achievements & Contributions:

Design Leadership & Systems

- Built and maintained a Figma-based enterprise design system with 200+ reusable components, reducing design-to-dev handoff time by 40% across 3 healthcare products (Q360, AWW, SXOPE).
- Led UX strategy and information architecture for 3 flagship SaaS platforms serving U.S. IPA networks, improving overall usability scores by 45% over 3 years.
- Mentored and directed a team of 3 junior designers through end-to-end product design cycles.
- Drove design thinking workshops and design sprint sessions with product managers and clinical SMEs.

User Research & Experience Optimisation

- Conducted user research, usability testing, and heuristic evaluations; translated insights into design improvements that reduced user error rates by 40% on claims management workflows.
- Implemented user journey mapping and persona creation for healthcare administrator and physician personas, aligning product roadmaps with real user needs.
- Reduced task completion time by 30% for claims processing workflows via streamlined information architecture and simplified navigation patterns.
- Introduced AI-driven health alert UI components that enabled physicians to identify high-risk patients 60% faster, increasing clinical decision-making speed.

Accessibility & Compliance

- Delivered WCAG 2.1 AA and HIPAA-compliant interfaces across all healthcare products.
- Designed and implemented dark mode and high-contrast themes, improving accessibility for 40+ identified users with visual impairments.
- Performed WCAG audits and remediation on legacy screens, resolving 150+ accessibility issues.

Frontend Development

- Developed responsive, cross-browser frontend components in HTML5, CSS3, Bootstrap, and JavaScript, ensuring mobile-first delivery across desktop, tablet, and mobile form factors.
- Optimised frontend rendering performance, achieving 35% faster page load times on SXOPE.
- Collaborated closely with React and backend engineering teams for seamless design handoff.

Agile & Collaboration

- Worked within Agile/Scrum sprints - participated in sprint planning, design reviews, backlog grooming, and retrospectives with product and engineering teams.
- Managed design deliverables using Jira, Confluence, and Trello and maintained design documentation and style guides for 3 simultaneous product streams.
- Presented UX research findings and design proposals to U.S.-based healthcare stakeholders and C-suite executives, influencing product roadmap decisions.

Domain Experience

- B2B Enterprise Applications, Healthcare SaaS, HRTech, Community Platforms, Workforce Management Systems, Data Analytics Dashboards, and Administrative Portals.

Key Projects

SXOPE - Next-Generation IPA Healthcare SaaS Platform (2022 - 2025)

Led UI/UX redesign and design system creation for SXOPE, a modern replacement for legacy Q360 and AWW. Simplified navigation through information architecture redesign, reducing average clicks-to-task from 9 to 4. Built interactive, real-time analytics dashboards using custom chart components. Achieved 35% improvement in frontend load performance through component optimisation. Delivered WCAG 2.1 AA and HIPAA-compliant interface across all modules.

Tools: Figma, HTML5, CSS3, Bootstrap, Power BI, Jira

AWV - Annual Wellness Visit Platform

(2015 - 2022)

Redesigned the physician-facing patient health assessment interface, reducing form submission time by 35%. Designed a drag-and-drop UI for customisable wellness screening forms, increasing physician efficiency by 28%. Built an AI-driven health alerts UI, helping physicians identify high-risk patients 60% faster. Added dynamic patient list filtering (risk level, age, chronic conditions), reducing search time by 50%.

Tools: Figma, Adobe XD, HTML5, CSS3, Bootstrap, Power BI

Q360 - IPA Healthcare Management System

(2013 - 2015)

Owned end-to-end UX for claims processing, provider portals, and patient management modules serving Independent Physician Associations across the U.S. Reduced task completion time by 30% through workflow optimisation and navigation redesign. Cut user errors by 40% via simplified UI and contextual validation. Designed interactive Power BI dashboards for real-time claims and patient insights. Introduced dark mode and high-contrast accessibility themes.

Tools: Figma, Adobe XD, HTML5, CSS3, Bootstrap

Other Products Designed:

- CrossFit (gym management SaaS)
- WorkSync (HR management app)
- HRLink.in (HR community platform)
- Talent.me (professional networking app)
- Chamber.com (US Chamber of Commerce community)
- MovieDost (Indian movie database).

Tools and Technologies

- Design: Figma (primary) · Adobe XD · Sketch · Photoshop · Illustrator · InVision
- Frontend: HTML5 · CSS3 · Bootstrap · JavaScript (UI interactions)
- Research: Hotjar · UserTesting · Maze · Usability Hub
- Analytics: Power BI · Google Analytics · Mixpanel
- PM Tools: Jira · Confluence · Trello · Notion
- Dev Collab: Zeplin · Figma Dev Mode · VS Code · Git

Education

- **Advanced Diploma in Multimedia**

Shaft Animation Studio

- **Master of Commerce (M.com)**

Acharya Nagarjuna University