

LIKHITHA PONNOJU

UI/UX DESIGNER · PRODUCT DESIGN

1.5 years experience · Product Design Launchpad — Cohort 6

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Bangalore / Hyderabad, India

Portfolio :
Likhitha_Ponnoju_Product_Design_Portfolio.pptx

https://forgiving-flow-604183.framer.app/

https://sustained-partners-457801.framer.app/

PROFILE

UI/UX Designer with 1.5 years of professional experience, currently strengthening product thinking through Product Design Launchpad — Cohort 6. I combine visual design, UX research, interaction design, and problem-solving to turn complex requirements into clear, intuitive digital experiences. I'm particularly interested in designing thoughtful, scalable experiences for enterprise and technology products where clarity, usability, and user behaviour matter.

EXPERIENCE

INFOBELL IT SOLUTIONS PVT. LTD. — UI/UX Designer · 1.5 Years

- Designed web and mobile experiences from product requirements, user needs, and business objectives.
- Translated requirements into user flows, wireframes, high-fidelity UI, and interactive prototypes.
- Conducted UX/interface audits and usability analysis to identify friction points and improvement opportunities.
- Applied WCAG 2.1 AA accessibility principles to create more inclusive experiences.
- Designed dashboards, themes, dark mode, tiles, accordions, and access-control interfaces.
- Collaborated with stakeholders and developers to balance user needs, business requirements, and technical feasibility.
- Iterated designs through feedback, changing requirements, and usability considerations.

SELECTED PRODUCT WORK

B4iGo	Designed experiences for organising personal, legal, healthcare, digital and communication information, including exploration of a Digital Footprint Map.
Speechaid	Designed a clear text-to-recording interaction flow with emphasis on accessibility, usability, and interaction clarity.

PRODUCT DESIGN CASE STUDIES

YouTube Shorts	Explored short-form consumption loops and opportunities to guide interested users toward more intentional long-form viewing.	Research · Behaviour · UX Strategy
IRCTC	Analysed the train-booking journey to improve clarity, trust, and confidence across important transactional states.	Journey Mapping · UX Analysis · Interaction
Elder Care Management	Ongoing individual case study focused on caregiver workflows and opportunities for more personalised, consistent care.	Research · Problem Framing · Product Strategy

PRODUCT DESIGN SKILLS

THINKING BEYOND THE SCREEN

A visual-design foundation, evolving into stronger product thinking through research, psychology, problem-solving, and user experience.

PRODUCT DESIGN JOURNEY

Product Design Launchpad — Cohort 6

Hands-on learning across user research, problem framing, journey mapping, ideation, product strategy, design thinking, and business thinking. Applying these frameworks to real-world product problems and building case studies that demonstrate the thinking behind the interface.

WHAT I BRING

“I don’t want to design screens just because they look good. I want to understand the problem, question the assumptions, and design experiences that genuinely make something better.”

CASE STUDY APPROACH

01	**UNDERSTAND**	Research users, context, behaviours, pain points, and the business problem.
02	**DEFINE**	Frame the right problem instead of jumping straight to a visual solution.
03	**EXPLORE**	Generate, compare, and challenge ideas before committing to a direction.
04	**DESIGN**	Translate insights into intuitive flows, interactions, and visual systems.

SKILLS & TOOLS

PRODUCT	Product Thinking · Problem Solving · Problem Framing · UX Strategy · User-Centred Design · Design Thinking
UX / RESEARCH	User Research · Secondary Research · User Interviews · Competitive Analysis · User Flows · Journey Mapping · Personas · Information Architecture · Usability
UI	Wireframing · Prototyping · Interaction Design · High-Fidelity UI · Responsive Design · Design Systems · Visual Design · Accessibility · WCAG 2.1 AA
TOOLS	Figma · FigJam · Framer · Lovable
COLLABORATION	Stakeholder Collaboration · Developer Handoff · Feedback & Iteration · Cross-functional Communication