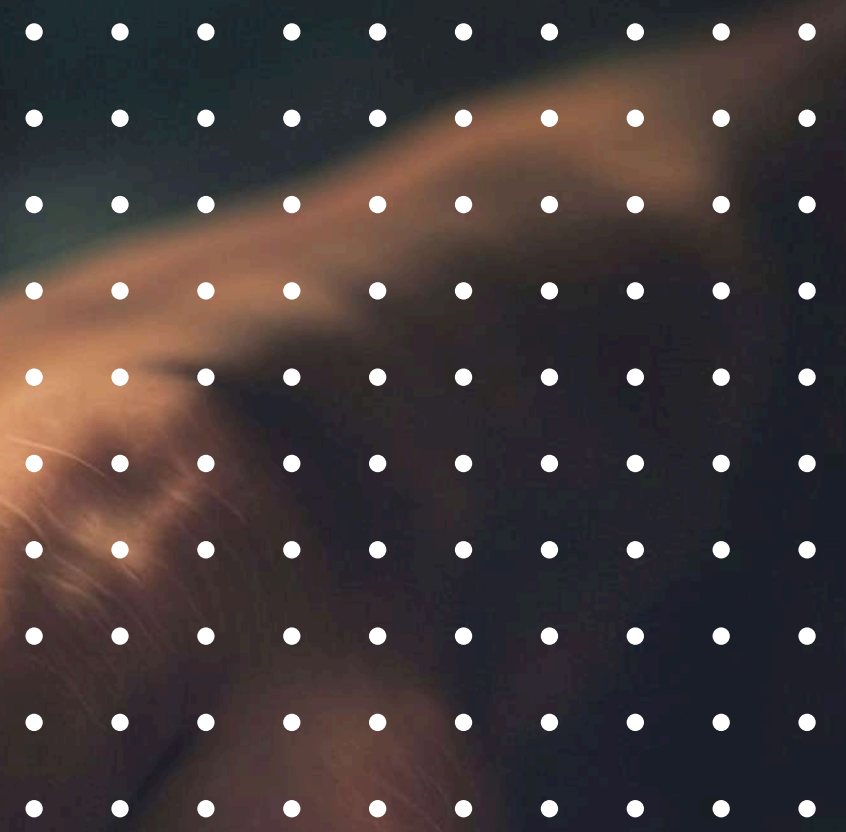




NR7

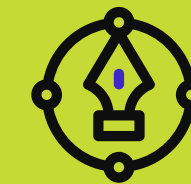
The Naresh Rokkam

Portfolio

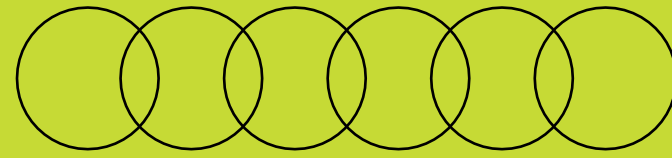




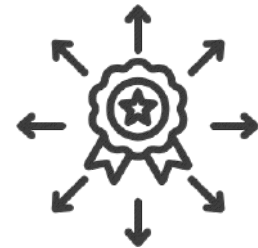
I'm a UI/UX & Product Designer with 15 years of experience turning complex ideas into intuitive, accessible, and visually engaging digital experiences. My career has been built at the intersection of design, technology, and human behavior, helping organizations—deliver solutions that are both functional and delightful to use.



About Me



Creating timeless experiences through **artistry, strategy, and thoughtful detail.**



BRANDING

Branding defines **voice**, **vision**, and **values** that inspire lasting recognition.



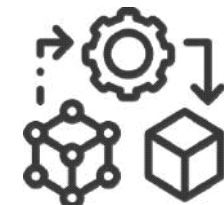
DIGITAL POSITIONING

Digital positioning defines **relevance**, **credibility**, and **influence** in online spaces.



UI/UX DEVELOPMENT

Designing intuitive interfaces that merge **creativity**, **functionality**, and **usability**.

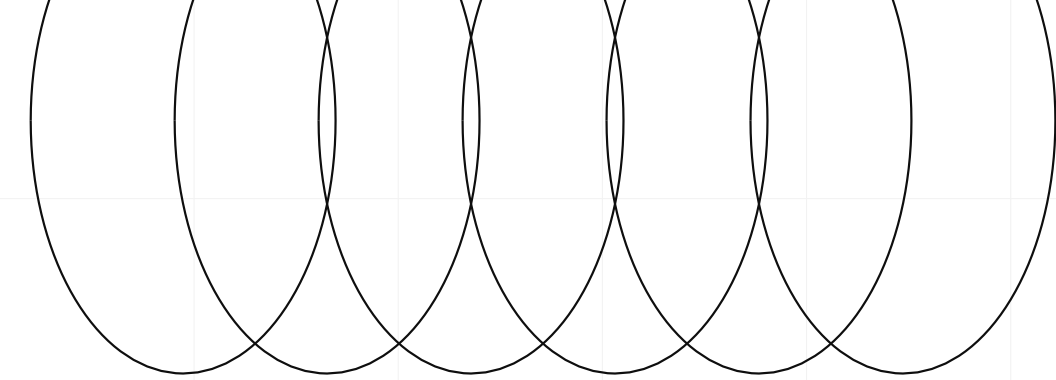


MARKETING

Marketing connects **products with people**, driving awareness, and trust.



TOOLS & TECHNOLOGIES



CORE SKILLS

Branding: Brand Identity, Visual Storytelling, Customer Experience Design, Creative Strategy

UX/UI Design: Wireframing, Prototyping, Journey Mapping, Usability Testing

CX Strategy: Data-driven Design, CRO, Accessibility Compliance

Accessibility & Usability: WCAG/ADA Compliance, Inclusivity Best Practices

SEO & Performance: UX-driven SEO, Site Optimization, Speed Improvements

Digital Position: Online Visibility, Digital Presence Strategy, Strategic Positioning, Audience Targeting

Marketing: Growth Strategy, Performance Analytics, Demand Generation, Customer Engagement

TECHNICAL EXPERIENCE

Design Tools, UI/UX Design & Prototyping: Figma, Stitch, Adobe XD, Photoshop, and Illustrator

Frontend Development: HTML5, Modern CSS (Flexbox, CSS Grid, CSS Animations), SASS, JavaScript, and React.js

CSS Frameworks & UI Libraries: Bootstrap and Tailwind CSS

Design Systems: Brand Guidelines, Design Systems, and Design Tokens

AI-Powered Design Tools: Claude Design, Open Design, Google AI Studio, Google Flow, and Stitch

AI Development & IDEs: Cursor, Antigravity, and VS Code

CMS & No-Code Tools: WordPress, GoHighLevel, Webflow, and Framer

Automation & AI Orchestration: n8n

Cloud Platforms: AWS

Database: MySQL, Supabase, and Firebase

CX & Analytics: Google Analytics, Heatmaps, and A/B Testing

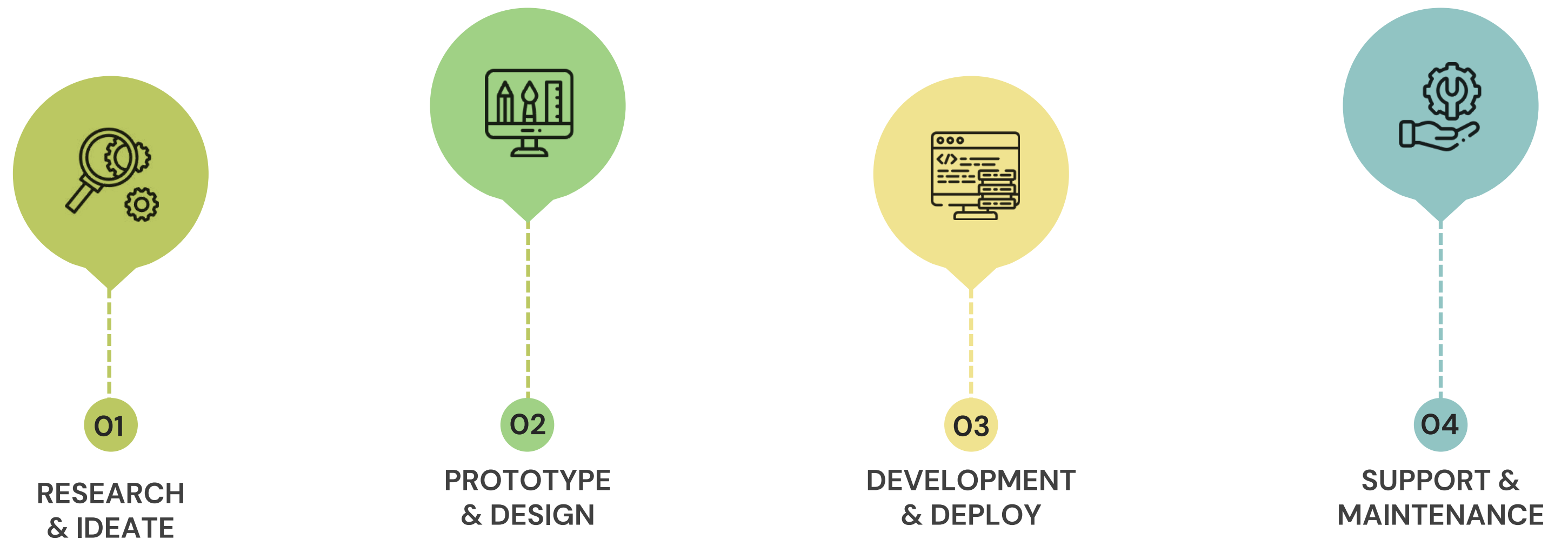
SEO & Web Performance: Technical SEO, Speed Optimization, Security Headers implementation, and Core Web Vital

Version Control: Git and GitHub

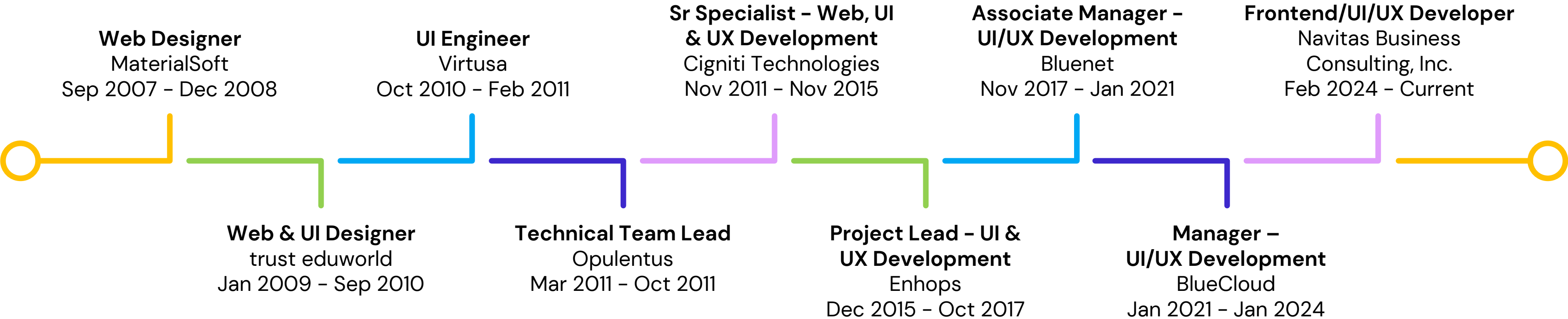


MY DESIGN PROCESS.

A collaborative process shaping designs that are functional and inspiring.



EXPERIENCE, EDUCATION, AND ACCOLADES



EDUCATION

- GENERATIVE AI DEVELOPMENT FELLOWSHIP PROGRAM (PURSUING)
 - QUALITY THOUGHT INSTITUTE
- DIPLOMA IN WEB & UI DESIGNING
 - ARENA MULTIMEDIA
- B.SC. IN INFORMATION TECHNOLOGY
 - NAGARJUNA UNIVERSITY

ACCOLADES

- MVP AWARD
 - ISSUED BY VIRTUSA · JAN 2011
- EXCELLENCE AWARD
 - ISSUED BY CIGNITI · MAR 2014
- SPECIAL MENTION
 - ISSUED BY CIGNITI · OCT 2015
- EMPLOYEE OF THE MONTH
 - ISSUED BY NAVITAS · NOV 2024

My Works



A collection of meaningful experiences built with
passion and precision.

LOGOS



WEB UI SCREENS



BLUE CLOUD

<https://xd.adobe.com/view/95bbfe47-2839-4366-9201-d84d2405d31b-c0e8/>

LIKEWIZE

<https://xd.adobe.com/view/8fa55155-f580-4114-9440-46ba1294934f-daf6/>

QBE

<https://xd.adobe.com/view/9704cc9d-501d-4445-abab-650d2fc8773c-c257/>

CONVERGINT

<https://xd.adobe.com/view/51708e6d-7627-4e7c-9cba-0c3f9d956b1f-0423/>

BLUE CLOUD – SCLERA

<https://xd.adobe.com/view/dbc2a4d5-c4a1-455a-a803-1e2285fbe3d7-8e91/>

EASTDIL

<https://xd.adobe.com/view/1f969458-3ef9-4836-a7f7-c48794f66a5b-4ac5/>

UI DEVELOPMENT

TTOP is a comprehensive solution that consists a time tracking online portal for streamlining business processes and increasing efficiency.

Client: Leica Biosystems

Duration: 5 Months

Tools & Technology:
Photoshop, Bootstrap,
HTML5, CSS3, Font
Libraries and JS

TTOP

Client's vision is to modernize their Database and application for their core CPT (Current Procedural Terminology) product from a legacy system to a latest technology stack and architecture.

Client: American Medical Association (AMA)

Duration: 5 Months

Tools & Technology:
Adobe XD, Illustrator and
Photoshop

RUC Database
Application

NAP is a secure online portal to simplify the new employee onboarding process across multiple geographical locations.

Client: Leica Biosystems

Duration: 5 Months

Tools & Technology:
Photoshop, Bootstrap,
HTML5, CSS3, Font
Libraries and JS

NAP

SWA Portal is a web enabled collaboration portal which allows effective communication between various teams across the globe making every interaction meaningful.

Client: South West Airlines

Duration: 5 Months

Tools & Technology:
Photoshop, HTML5, and
CSS3

SWA Portal

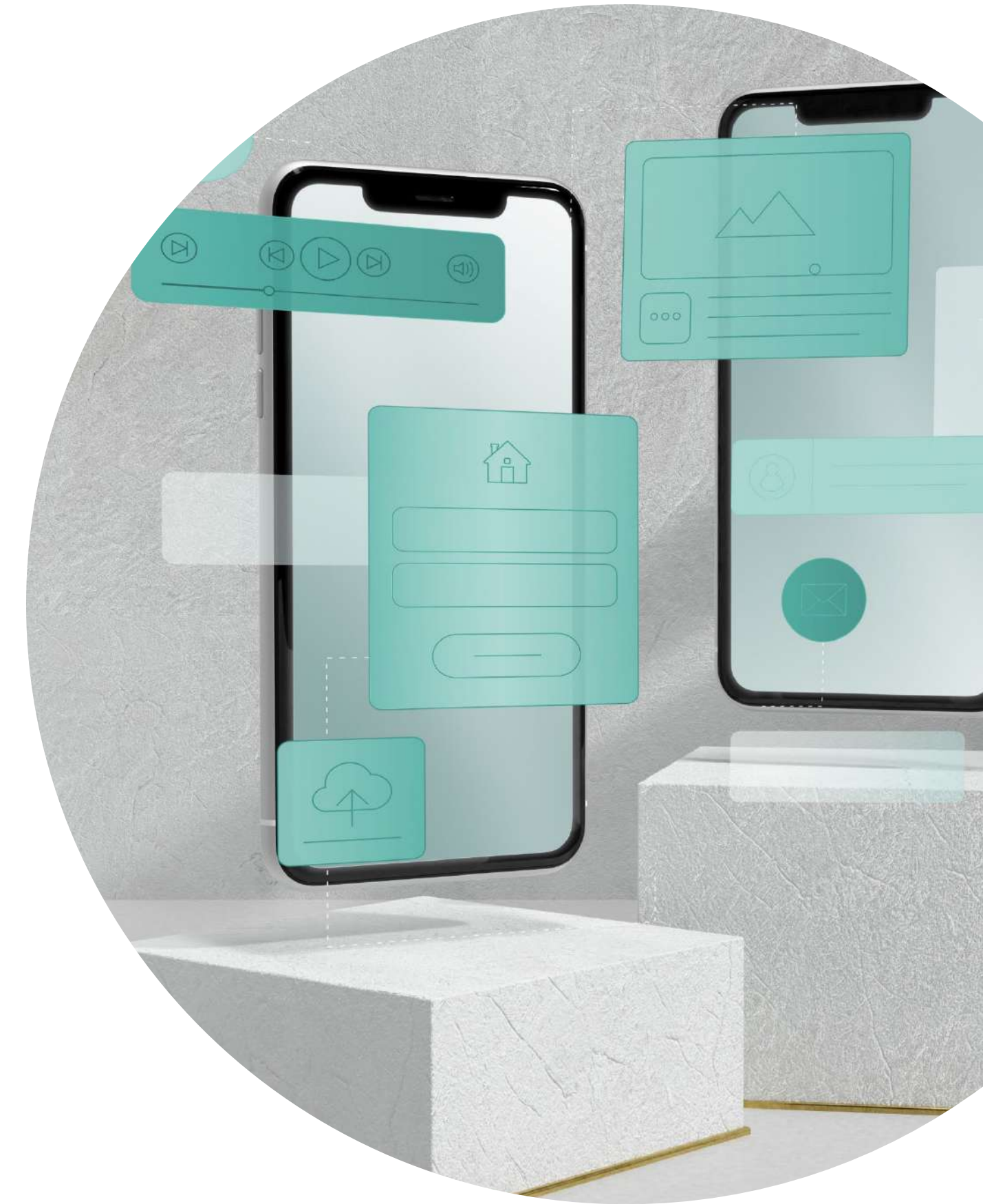
MOBILE UI SCREENS

MATTERS

<https://xd.adobe.com/view/76577d48-d997-466d-9ab8-8b7ba8fd063f-2304/>

LITTLE BASKET

<https://xd.adobe.com/view/8d8bab25-a70e-432b-b187-b484b65ed1a8-d8d8/>



➡ WEBSITES



<https://awsamerica.com/>

<https://www.navitastech.com/old>

<https://www.navitastech.com/>

<http://www.lctef.org/>

<https://www.advityresearch.com/>

<https://www.clinicnext.com/>

<https://www.hospinext.com/>

<https://www.thoughtfolks.com/>

<https://itserve.org/>

<https://proinf.com/>

<https://www.ideyalabs.com/>

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Website

www.nr7.in





THANKS FOR ATTENTION



Hello, thanks for contact me.

