

SOWMYA CHINTALAPALLY

+1 (334) 409-1775 | sowmyachintalapally2@gmail.com | [linkedin.com/in/chintalapally-sowmya](https://www.linkedin.com/in/chintalapally-sowmya) | [Portfolio](#)

SUMMARY

Results-driven **UI/UX Designer** with **4+ years** of experience delivering intuitive, accessible digital products across **healthcare** and **banking**. Proven track record of reducing user drop-off, improving task completion, and shipping **design systems** at scale. Proficient in **Figma, Adobe XD**, and **WCAG 2.2** standards, with hands-on experience integrating **AI tools** (ChatGPT, Midjourney, Galileo AI) into design workflows to accelerate ideation and **prototyping**. Collaborative partner to product and engineering in **Agile** environments — translating **user research** into measurable business impact.

TECHNICAL SKILLS

Design Tools: Figma, Adobe XD, Sketch, Balsamiq, InVision, Photoshop, Illustrator, InDesign

Prototyping: Low- to High-Fidelity Prototypes, Figma Dev Mode, Zeplin, Axure RP

AI Design Tools: ChatGPT, Midjourney, Galileo AI, Adobe Firefly, Figma AI

UX Research: User Interviews, Personas, Journey Mapping, Heuristic Evaluation, Usability Testing

Analytics: Google Analytics (GA4), Hotjar, Mixpanel

Front-End: HTML5, CSS3, JavaScript, Bootstrap, React

Design Systems: Material Design, Fluent UI, Tailwind CSS, Bootstrap

Collaboration: Jira, Confluence, Zeplin, Figma Dev Mode

PROFESSIONAL EXPERIENCE

UI/UX Designer | CVS Health

Dec 2024 – Present | Texas, USA

- Redesigned patient-facing **healthcare** portal using **Figma** and **Adobe XD**, reducing task completion time by **35%** and increasing user satisfaction scores by **28%** within two release cycles.
- Built and scaled a **design system** with 200+ reusable components aligned with **Material Design** and **Fluent UI**, cutting design-to-handoff time by **40%** across 3 product teams.
- Integrated **AI tools** (Galileo AI, Figma AI, ChatGPT) into the design workflow, reducing **wireframing** time by **50%** and enabling faster concept validation during sprint planning.
- Led end-to-end **user research** — interviews, **journey mapping**, personas, and **heuristic evaluations** — across 4 product areas, influencing roadmap prioritization for 2 major feature releases.
- Enforced **WCAG 2.2 accessibility** standards across all deliverables, achieving **100% compliance** in accessibility audits.
- Partnered with engineering in **Agile/Scrum** using Figma Dev Mode, Zeplin, and **Jira**, reducing design-to-code discrepancies by **60%** and accelerating sprint velocity.
- Leveraged **Hotjar**, **GA4**, and **Mixpanel** to run **A/B tests** and usability studies, improving conversion flows and reducing user drop-off by **22%**.

UI/UX Designer & Data Analyst | HSBC

July 2020 – Apr 2023 | India

- Designed **UI/UX** for enterprise **banking** applications (web & mobile) including an RPR admin tool and HR admin platform, delivering **high-fidelity prototypes** — adopted by 500+ internal users.
- Achieved **WCAG 2.1 AA** compliance across all front-end applications, passing accessibility audits and expanding usability to a broader customer base.
- Reduced usability friction by **30%** through structured **usability testing** and **heuristic evaluation**, validated via iterative **A/B testing** with real user cohorts.
- Developed responsive web templates using WordPress and front-end components with **HTML5**, **CSS3**, and **JavaScript**, supporting 3 concurrent client engagements.
- Delivered data analysis and dashboard development using **Mixpanel** and **Google Analytics**, surfacing behavioral insights that drove an **18%** improvement in onboarding completion rates.
- Produced user flows, **wireframes**, and visual specs in **Figma** and **Axure RP**, reducing back-and-forth with developers by standardizing design handoff documentation.

EDUCATION

Master of Science, Information Technology and Management

Florida Atlantic University — Boca Raton, FL, USA | Dec 2024

Bachelor of Technology, Computer Science

Aurora College — Hyderabad, India | June 2021