

VARA PRASAD SURAVARAPU

Senior UI Designer | Design-to-Code Specialist

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Senior UI Designer with **12+ years of experience** specializing in **Design-to-Code execution** for global and **product-based applications**. Expert in pixel-perfect **Figma-to-React/HTML development** using React.js, Next.js, Tailwind, Bootstrap, and modern CSS frameworks.

Strong in building **accessible (WCAG 2.2)**, SEO-friendly, and performance-optimized user interfaces.

Experienced in component-driven UI systems, scalable frontend architecture, and design consistency across platforms.

Leverage AI tools like Google Stich, Figma AI, ChatGPT, Copilot to accelerate design iterations, UI refinement, and frontend delivery speed.

CORE SKILLS

Design & UX: Figma, Adobe XD, Design Systems, Wireframing, Prototyping, UX Flows, WCAG 2.2, UI Consistency.

Frontend Development: HTML5, CSS3, SASS, Tailwind, Bootstrap, JavaScript, ES6, React.js, Next.js, Styled Components.

AI & Productivity: Google Stich, Figma AI, ChatGPT, Copilot.

Workflow & Tools: Scrum, JIRA, Git

PORTFOLIO

Behance: <https://www.behance.net/varaprasad12>

Key Works: [IGT Casher App](#) | Custom CMS | EZI Shop | Appointment Booking

PROFESSIONAL EXPERIENCE

PARABOLA – Senior UI/UX Designer & Frontend Developer | Jan 2025 – Present

Client: PARTYLITE (Global E-commerce Platform)

Worked on a global e-commerce platform where the UI/UX remains consistent across all regions while content and products are dynamically adapted per market.

Handled frontend development for both the Customer Shopping application and the CMS/Admin panel.

Built reusable UI components, responsive layouts, and market-specific customizations while maintaining global design consistency. Ensured high usability, performance, and visual quality across devices and international deployments.

INDEPENDENT CONSULTANT – Lead UI/UX Designer & Frontend Developer | Jul 2023 – Dec 2024

Led UI/UX design and Design-to-Code delivery for CMS and product-based platforms.

Projects:

PISURU (CMS Product): Designed UI flows and built a responsive frontend using Next.js, delivering scalable and performance-optimized UI.

EZI PRESS (Custom CMS Product): Designed and developed a unified admin dashboard with component-level controls, accessibility compliance, and SEO-ready architecture.

- Conceptualized and designed the product from scratch with a unified admin dashboard experience.
- Planned a single-view admin interface where all editable components are clearly highlighted and easily identifiable.
- Implemented component-level controls to toggle visibility on the frontend (on/off functionality).
- Built EZI PRESS CMS enabling clients to manage content, layouts, and visibility without technical dependency.
- Designed accessible, SEO-friendly, and reusable UI components for scalability.

Clients: sap-designstudio.com, hprintra.com, leomtech.com, rishsystemsllc.com, iconsengg.com, demo.leonpharmacorp.com

IGT – Senior UI/UX Designer & Frontend Developer | Jun 2022 – Jul 2023

Cashier Pay App for Gaming & Lottery Platform

- Worked on UI/UX design and frontend development of the Lottery Cashier product.
- Built reusable components using React.js, ES6, Styled Components, and Bootstrap 5.
- Developed a Theme Builder to allow clients to customize branding and UI appearance.
- Supported multiple lottery and casino clients across global markets.

UST Global + NITYO InfoTech – Senior UI Designer & Frontend Developer | 2021 – 2022

Worked on TSYs banking app - a mobile-based family location tracking application.

ATMECS Technologies – Senior UI Frontend Developer | 2019 – 2021

Built UI for enterprise System of Records (SOR) platforms and Citrix micro-apps integrating SaaS and legacy APIs.

ICENTRIS Pvt Ltd – UI Designer & Frontend Developer | 2013 – 2018

Worked on VIBE, a Ruby on Rails based web application for MLM platforms.

247-iLabs – UI Designer | 2013

Designed UI for the Prediction Console, a client interface for analytics and rule configuration.

EARLY CAREER

PRESSMART Media – Senior Web Designer | 2010 – 2013

Worked on news portals, mobile learning applications, and digital e-paper platforms.

INFRAPE Technologies – Web Designer | 2008 – 2009

EDUCATION

Bachelor of Science – Andhra University

PGDCA

Diploma in Multimedia – Arena Multimedia