

Devarapalli Joshua Kamalakar

Product design enthusiast with an ECE background, focused on solving real-world problems through user research, systems thinking, market understanding, and human-centered product design. Experienced in identifying problem spaces, validating user needs, and designing scalable digital solutions with measurable social and business impact.

Projects

Arogyagnani - Multilingual Healthcare App

- Identified a **healthcare accessibility gap for non-English speakers** after observing challenges in understanding chronic medical conditions, reframing the problem into a regional-language health literacy opportunity.
- Conducted mixed-method **user research with 15 participants**, synthesized findings into 3 personas, user journeys and user flows to identify barriers in healthcare comprehension and trust.
- Designed and **tested an MVP with 20+ wireframes** and interactive prototypes, improving task completion by 30% through iterative usability testing with 8 users.
- Proposed a scalable healthcare learning system with potential to **improve basic health literacy for underserved users by 50-70%** using multilingual content, audio guidance, and visual-first explanations.

Careernani - Find your Career in Minutes

- Explored the **problem of delayed career decision-making** after personally experiencing career uncertainty, identifying an opportunity to reduce confusion among students at early stages.
- Conducted **stakeholder research with 11 participants including students, parents, teachers, principal, and career counsellor** to map pain points, decision influences, and system gaps in career guidance.
- Benchmarked **career guidance ecosystems across the USA, Japan, Germany and UK**, extracting insights to design a more structured and accessible decision-making framework.
- Conceptualized a career guidance product capable of **reducing career confusion by 60-80%**, enabling faster, evidence-based career discovery and informed academic planning.

Experience

MyCaptain - Digital Marketing Intern | 2020

- Applied customer-centric communication and **digital outreach strategies to support lead generation** and customer engagement initiatives.
- Contributed to **business growth by converting 3 clients generating ₹10,000 revenue**, strengthening understanding of customer acquisition and sales funnels.
- Gained **early exposure to digital platforms**, marketing systems, and how technology-enabled communication supports business growth.

Womenite - Social Media Marketing Intern | 2021

- Studied organizational goals and user needs** to create purpose-driven visual communication aligned with audience engagement objectives.
- Collaborated with cross-functional stakeholders** to design digital campaigns and improve brand consistency across social channels.
- Supported content strategy through **graphics and short-form media** to strengthen communication effectiveness and user engagement.

Victor Welfare Association - Social Media Marketing Intern | 2022

- Translated the NGO's mission of animal rescue** and adoption into audience-focused digital communication to strengthen awareness and community engagement.
- Applied storytelling and **communication design to improve visibility of animal welfare initiatives** and support community participation.

Portfolio

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LinkedIn

Skills

Product & Research

- Product Thinking
- Problem Identification
- Design Thinking
- User Research
- Market Research
- Competitive Analysis
- Stakeholder Mapping
- Systems Thinking
- Ecosystem Mapping
- Service Blueprint

Product Design

- Persona Creation
- User Journey Mapping
- Information Architecture
- User Flow
- Wireframing
- Prototyping
- Usability Testing
- UI Design

Business & Strategy

- Feature Prioritization

Tools

Figma

Adobe Photoshop

Adobe Premiere Pro

Education

Intermediate (PCM) - 65%

Kendriya Vidyalaya, Guntur
2016- 2018

BTech in ECE - CGPA: 8.35

Central University of Karnataka
2019- 2023

Certifications

Google UX Design Professional Certification

Enterprise Product Management Fundamentals

Market Research and Competitive Analysis

Achievements

Content Creator -
23K+Subscribers on YouTube

NCC Cadet -
Completed C Certificate with A

Volleyball Team Captain -
Bronze medal in Regional Meet