Devarapalli Joshua Kamalakar

Product design enthusiast focused on user research, systems thinking, and solving real-world problems through scalable, impactful digital solutions.

Portfolio
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EXPERIENCE

RentPar - UI UX Design Intern | July - October 2026

- **Designed rental products** for a potential user base of 1.4B+ people.
- Conducted primary and secondary research to identify **user needs, market trends, and opportunities.**
- Designed UI screens aligned with **brand design systems and accessibility guidelines.**
- **Collaborated with other designers** to align design solutions with business goals.

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.

Womenite - Social Media Marketing Intern | 2021

- **Studied organizational goals and user needs** to create purpose-driven visual communication.
- **Collaborated with cross-functional stakeholders** to design digital campaigns and improve brand consistency across social channels.

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.

PROJECTS

Arogyagnani - Multilingual Healthcare App

- Identified a **healthcare accessibility gap for non-English speakers** after observing challenges in understanding chronic medical conditions
- Conducted **contextual interviews 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.

Careergnani - Career awareness for rural students

- 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 **contextual interview with 20+ users including students, parents, teachers, principal, and career counsellor and survey with more than 30+ students** to map pain points, decision influences, and system gaps in career guidance.
- Conceptualized a career guidance product capable of **reducing career confusion by 60–80%**, enabling faster, evidence-based career discovery and informed academic planning.

SKILLS

Product & Research

- Product Thinking
- Problem Identification
- User Research
- Market Research
- Competitive Analysis
- Stakeholder Analysis
- Ecosystem Mapping
- Synthesizing Research

Product Design

- Systems Thinking
- Service Design
- Information Architecture
- User Flow
- Prototyping
- Usability Testing
- UI Design
- Accessible Design

Business & Strategy

- Feature Prioritization
- Business Model

TOOLS

Figma
Adobe Photoshop
Adobe Premiere Pro

EDUCATION

Master's in Design Innovation
Mahindra University
2026 - Ongoing

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+Subcribers on YouTube

NCC Cadet -
Completed C Certificate with A

Volleyball Team Captain -
Bronze medal in Regional Meet