

DEVARAPALLI JOSHUA KAMALAKAR

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EDUCATION

- ❖ Class X & Class XII | **Kendriya Vidyalaya, Guntur** Percentage : 65% (2016 – 2018)
- ❖ B.Tech in ECE | **Central University of Karnataka** CGPA : 8.35 (2019 – 2023)

PROJECTS

- ❖ **Arogyagnani (Multilingual Healthcare App)**
 - Designed **Arogyagnani** by identifying gaps in accessible medical knowledge through personal experience
 - Identified a critical gap in regional-language health literacy after my personal diagnosis journey, inspiring me to design Arogyagnani for underserved non-English users.
 - Conducted competitive analysis and interviewed 15 users, where 70%+ lacked basic understanding of chronic conditions like diabetes, validating the problem space.
 - Translated research insights into 2 personas, 3 User stories, and 2 User Journeys to clearly define user pain points and accessibility barriers.
 - Designed end-to-end experience including Information Architecture, 3 User flows and 20+ wireframes, evolving from low-fidelity sketches to high-fidelity interactive prototypes.
 - Led 2 rounds of usability testing with 8 users, improving task success rate by 30% and reducing navigation confusion through iterative design changes.
- ❖ **Careernani (Find Your Career in Minutes, Not Years)**
 - **Designed Careernani**, an end-to-end UX/service design project aimed at reducing career confusion by enabling students to discover relevant career paths quickly.
 - Executed mixed-method UX research, including user interviews, ecosystem research, and systems thinking, to redefine hypotheses and uncover root causes behind career-awareness gaps.
 - Developed service blueprints, user journeys, information architecture, and interaction flows to improve the student career discovery experience.
 - Translated research insights into Lo-Fi, validating concepts through iterative feedback and usability discussions.

SKILLS

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|------------------------|----------------------------|------------------------|
| ❖ Design Thinking | ❖ System Thinking | ❖ Competitive Research |
| ❖ UI Design | ❖ Information Architecture | ❖ User Flows |
| ❖ Wireframing | ❖ Prototyping | ❖ Usability Testing |
| ❖ Accessibility Design | ❖ Design Systems | ❖ Service Design |

TOOLS

- | | | |
|---------|-------------------|----------------------|
| ❖ Figma | ❖ Adobe Photoshop | ❖ Adobe Premiere Pro |
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CERTIFICATIONS

- ❖ Google UX Design Professional Certificate ([Link](#))
- ❖ Enterprise Product Management Fundamentals ([Link](#))

EXPERIENCE

- ❖ **Social Media Marketing Intern | Womenite** (2021)
 - Designed posters and social media creatives and Edited videos for campaigns
 - Collaborated with team to maintain visual consistency
- ❖ **Digital Marketing Intern | My Captain** (2020)
 - Learned campaign structuring, targeting strategy, and analytics basics
 - Assisted with digital promotion tasks

ACHIEVEMENTS

- ❖ Built and scaled an educational YouTube channel to **22,000+ subscribers organically**
- ❖ Regional Volley Ball Player
- ❖ NCC Cadet (Completed C Certificate)