

HARINI AMPERAYANI

UI/UX Designer

CONTACT

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PROFILE

UI/UX Designer with hands-on experience designing user-centred digital experiences across research, wireframing, and high-fidelity prototyping. Bringing 7+ years of professional experience, with a background in digital advertising and experience managing live websites, collaborating with cross-functional teams, and stakeholders.

SKILLS

- UI Design
- UX Research & Analysis
- Wireframes & Prototypes
- Figma
- HTML, CSS & Bootstrap
- JavaScript & React.js
- Github & JIRA
- Stakeholder collaboration

CERTIFICATION

Google UX Design
Professional Certificate

EDUCATION

Jawaharlal Nehru Technological
University, Anantapur
Bachelor of Technology - BTech,
Information Technology
2011 - 2015

PROJECTS

Frugal – Personal Finance & Budgeting App | UX Case Study | 2025

UI/UX Design

- Conducted user research and created personas to understand budgeting behaviours and pain points, translating insights into paper and digital wireframes that defined user flows and information architecture.
- Designed and validated low- and high-fidelity prototypes in Figma, applying design thinking frameworks to explore concepts and refine interactions.
- Gathered user feedback through usability studies and informal testing, iterating on designs and extending the solution into a responsive, accessible website with a cohesive end-to-end user experience.

Cookbook App| Personal Project | 2025

UI/UX Design · Frontend Development

Designed and developed a full-stack recipe management web application with responsive, intuitive UI layouts using React, HTML, CSS, and Bootstrap, implementing CRUD functionality with REST APIs, Auth0 authentication, and collaborative Agile workflows using Jira and GitHub.

WORK EXPERIENCE

MEDIAMINT | Subject Matter Expert

Hyderabad, India | Oct 2020 – Jan 2024

(Promoted from Associate II → Associate III → Subject Matter Expert)

- Participated in website and layout discussions, designing and refining page layouts based on user needs, viewability standards, and functional requirements to align campaigns with UI/UX goals.
- Conducted research and analysis to understand user behaviour and layout performance, creating wireframes and prototypes to explore, validate, and communicate design solutions prior to implementation.
- Managed and supported live, high-traffic websites for US-based clients, ensuring accurate implementation and performance across production environments.
- Progressed from Ad Operations Specialist to Subject Matter Expert, managing end-to-end campaigns and providing guidance on ad platforms and tag management tools across global and onshore teams.
- Led client onboarding, conducted audits to improve processes and customer satisfaction, and designed and delivered training programs that simplified complex concepts into clear, practical guidance.

HCL Technologies — Senior Analyst

Hyderabad, India | Aug 2019 – May 2020

Served as a core member of the Google Publisher Ad Operations team, analysing and resolving delivery and performance issues for US-based publishers, collaborating with engineering, escalation, and account management teams to improve reliability and operational workflows.

ValueLabs — Software Engineer

Hyderabad, India | May 2016 – July 2019

Developed and maintained data-driven features and integrations within Salesforce CRM, implementing automation, testing new releases, and resolving data issues through root-cause analysis, while collaborating with users, developers, and stakeholders to gather requirements, analyse workflows, and support system reliability.

AWARDS

- **Employee of the Quarter (×3)**

MediaMint — Q1 2023, Q3 2021, Q1 2021

- **Spot Award for Performance**

MediaMint — Q1 2022

- **Client's Favorite Award**

MediaMint — Q4 2020

- **Diamond Award**

HCL Technologies — 2019