



Satya Sai Teja Kalepu

Product Designer (UI/UX)

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Product Designer and design lead with experience across consumer-facing (B2C) and enterprise (B2B) products. Owns ambiguous UX problems end-to-end across fintech, AI-powered sports analytics, healthcare, internal platforms, and client-facing design systems.

EXPERIENCE

Head of Design

April 2026 – Present

Daily Decimals, Remote

- Lead design direction for client-facing digital products, AI workflow initiatives, landing pages, and proposal systems; convert ambiguous business requirements into premium UX scopes, interface flows, and execution-ready artifacts.
- Set the visual quality bar across web, product, and document experiences by defining design systems, component patterns, layout standards, and presentation narratives that make complex services feel clear, credible, and premium.
- Partner directly with founders and stakeholders to frame problems, protect scope, prioritize MVP decisions, and translate strategy into client-ready deliverables under tight contract timelines.

Senior UI/UX Designer

May 2024 – March 2026

Savart, Hyderabad

- Led end-to-end UI/UX for a B2C fintech investment platform across onboarding, portfolio tracking, Research Notes, and goal-based investing; simplified data-heavy dashboards with progressive disclosure to reduce user confusion.
- Shipped **50+ user-facing features** used by millions by partnering with product and engineering teams in sprint cycles and balancing user clarity, business needs, and data/AI-assisted insights.
- Owned UX for a stock research web platform with **5+ core modules** — screeners, watchlists, and financial statements — and expanded IPO and Mutual Fund research into a consistent cross-asset experience within a **45-day timeline**.
- Designed an AI-powered sports analytics mobile application with visual explanations, confidence cues, and clear feedback states to improve trust and adoption across **10+ performance tests**.
- Designed an enterprise workflow and CRM platform with **6+ integrated modules** covering permissions, prospect/investor tracking, task management, portfolio reviews, and Email/WhatsApp communication, reducing manual effort and operational friction.
- Delivered **12+ landing and product pages**, presented decisions to C-level stakeholders, and built a scalable design system with components, tokens, motion guidelines, and handoff documentation.

UI/UX Design Intern

March 2024

Heamac Healthcare, Remote

- Introduced Figma documentation standards and a lightweight design QA process, contributing to a **25% reduction** in UI-related handoff issues.
- Designed mobile-first responsive patterns to ensure consistent experiences across devices and speed up stakeholder alignment and approvals.

SKILLS

Design Tools

Figma, Framer, Spline, After Effects, Zeplin, Webflow, Canva, Notion

UX Methods

User Research, Journey Mapping, Usability Testing, A/B Testing, Wireframing

AI & GenAI

ChatGPT, Midjourney, DALL-E, Runway, Hugging Face, Flux, Claude

Design Systems

Component Libraries, Design Tokens, Documentation, Accessibility

Soft Skills

Cross-functional Collaboration, Stakeholder Management, Presentation

EDUCATION

B.Tech in ECE

Raghu Engineering College
2021 – 2024

LEARNINGS

Advanced Figma

BYOL

Figma Tricks

Figma Office Hours

Design Systems

UI Collective

Generative AI

FreeCodeCamp