

Ramu Peddagolla

Design Lead | Product Design | UX | Design Systems

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PROFESSIONAL SUMMARY

Design leader with 9+ years across enterprise product design, UX, brand, and visual storytelling. Currently leading design for WhistleDrive's AI-first mobility platform, translating complex, role-based operations into clear web and mobile experiences. Experienced in building design systems, mentoring designers, partnering with product and engineering, and using a Computer Science foundation to bridge design, technology, and AI-assisted workflows.

EXPERIENCE

Lead, Design - WhistleDrive Sep 2022 - Present

AI-first enterprise mobility platform (WhistleOS) | Hyderabad

- Lead the end-to-end design function across product UX, design systems, brand, and team mentorship for an enterprise mobility platform operating across dozens of cities.
- Own the web-platform experience across four role-based access levels - Super Admin, Admin, Client, and Supervisor - covering dispatch, operations, reporting, and command-center workflows.
- Direct the redesign and continuous improvement of the Employee, Driver, and Supervisor mobile apps, aligning evolving operational needs with clear, consistent user experiences.
- Built and maintain the core product design system, partnering with leadership, product, and engineering to improve consistency across product, website, and marketing touchpoints.

Earlier roles at WhistleDrive: UI/UX Designer (Nov 2021 - Aug 2022); Senior Graphic Designer (Oct 2020 - Oct 2021); Graphic Designer & Video Editor (Aug 2019 - Sep 2020).

Graphic Designer & Video Editor - Digital Mojo Oct 2018 - Jul 2019

- Created brand, social, and video content for agency clients across industries, strengthening visual storytelling and multi-channel communication.

Freelance Graphic Designer & Video Editor - Self-Employed Jun 2017 - Sep 2018

- Delivered design and video work directly for early clients while transitioning from engineering into a full-time design career.

CORE CAPABILITIES

PRODUCT & UX	Enterprise Product UX, Role-based Dashboards, Interaction Design, Information Architecture, Mobile App Design, Prototyping
SYSTEMS & LEADERSHIP	Design Systems, Design Strategy, Design Leadership, Team Mentorship, Creative Direction, Cross-functional Collaboration
TOOLS & AI	Figma, Adobe Creative Suite, Claude, ChatGPT, Gemini, NotebookLM, AI-assisted Design, Vibe Coding
ADDITIONAL	Branding, Visual Identity, Graphic Design, Social Content, Video Editing

CERTIFICATIONS

AI Tools Workshop	Be10x May 2026
User Experience Design Essentials - Adobe XD UI UX Design	Udemy Apr 2023
UX Design Kick-starter Workshop	GrowthSchool Jan 2021
HTML and CSS for Beginners - Build a Website	Udemy Jan 2021

EDUCATION

B.Tech, Computer Science Engineering KG Reddy College of Engineering & Technology	2013 - 2017
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