

Adi Akkapeddi

UX Designer & Researcher

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SUMMARY

Experienced UX Designer and Researcher with experience **conducting User Research, In-depth interviews, Qualitative and Quantitative research** and creating **Roadmaps, Conducting Usability Tests**, creating **Wireframes and Prototypes**, and turning them into actionable and impactful reports that help enhance a good **User Experience** for **Products and Services**. I believe Sensitivity and Empathy help me in thinking from a user's point of view to understand their needs.

SKILLS

Design/Research

Wireframing and Prototyping for Mobile (IOS & Android), Web, and Responsive Web Design, Information Architecture, User Interviews, Public Speaking, Analytics Review, User Surveys, Card Sorting, and Usability Testing.

Tools

Figma, Sketch, Invision, Adobe Photoshop, XD, Miro, Mural, Confluence & Jira, Survey Monkey, Type form, Google Form, Optimal Workshop, WordPress, MS Office, Excel, & and PowerPoint.

LICENSES & CERTIFICATIONS

- Google UX Design Certification | Coursera- September 2022
- Certified Scrum Product Owner (CSPO) Certification | Scrum Alliance-April 2023

EDUCATION

- Master's in Music Composition for Film & Television | Kingston University, UK - Sept 2018
- Bachelor's in Music Vocal Performance | Middlesex University, UK- Sept 2013

WORK EXPERIENCE

I. **UX/UI Designer • Precision Technologies Client: Michaels (Contract) • Jan 2024-Present •Irving Texas**

- Champion human-centred design and UI/UX practices using a range of methodologies including, but not limited to discovery, exploration, comprehensive analysis, collaborative work session design and facilitation, ideation, rapid prototyping and creating frameworks to strategically define the ideal experience
- Create prototypes using the Design System to showcase multiple design concepts quickly, with an understanding of customer needs, business challenges and proposed solutions.
- Support design team with various projects, presentations, and initiatives.

Tools: Figma, Figjam, Jira, Microsoft PowerPoint, & Microsoft Excel

II. **Senior UX Designer • Infosys Client: Lennar Homes (Contract)• Aug 2023-Nov 2023 • Plano Texas (Remote)**

- Collaborated with the **Product and Engineering team** to Determine requirements and Conceptualize Visual Ideas for **Lennar Homes Land Banking Platform** by creating **Sitemaps and User flows** on **Miro**.
- Analyzed User Interviews and Stakeholder Interviews based on their Pain points, Opportunities, Metrics, and Overall Observations.

- Created the **Wireframes and Prototypes on Figma** and Validated the **Design Decisions** through Feedback from **Stakeholders, the Internal team**, and feedback from the End Users through **Usability Testing**.

Tools: Figma, Miro, Jira, Microsoft PowerPoint, & Microsoft Excel

III. **UX Product Designer • Equifax (Contract) • Aug 2022-May 2023 • Plano Texas (Remote)**

- Partnered with The **Product Owner, Business Stakeholders, and Engineering team** in an **Agile Environment** to brainstorm the requirements, research, and evaluate usability needs for **Equifax's B2B Application Called DOC (Data Operations Center)** for **Equifax's Data Fabric Team**.
- Applied methodologies of **User Research** including **User Interviews, User Surveys, and Usability Testing**.
- Created **Wireframes and Prototypes on Figma and Adobe XD** using a **design system called Signal Design system**.

Tools: Adobe XD, Figma, Microsoft Excel, Google Slides, Miro & Jira

IV. **UX Product Designer • Srishti Innovative- Client Cigna (Contract) • Nov 2021-Jul 2022 • New Jersey (Remote)**

- Worked closely with the **Product Owner and Engineering team** to brainstorm requirements and solutions to upgrade **Cigna's Medical Billing Application**.
- Conducted user research and testing by preparing **interviews and questionnaires** for the **target user groups** to upscale the website navigation.
- Created the **Wireframes and Prototypes on Adobe XD** using the **spectrum Adobe design system**.

Tools: Adobe XD, Microsoft Office, Excel, PowerPoint, Miro & Jira

V. **UX Designer & Researcher Intern • Leapfrog Studios Oct 2020 – Oct 2021 • New Jersey (Remote)**

- Conducted **User Research** using techniques such as **Card Sorting, User Interviews, User Surveys, Concept Testing, Usability Testing, Heuristic evaluation, A/B Testing, Focus Groups, Analytics Reviews, etc.**
- Designed solutions utilizing **Responsive web** by **wireframing and prototyping** for **Web and Mobile (IOS & Android)** using **Adobe XD, Figma, Invision, and Sketch**.

Tools: Adobe XD, Figma, Sketch, Invision, Photoshop, Miro, Microsoft Office, Excel, and PowerPoint.

IV. **Customer Service Representative • Casio America Inc • Sept 2019-Sept 2020 • Dover, NJ**

- Daily communication with **customers** on **Phone calls, Chats, and emails** based on **E-commerce, Product Setup, Troubleshooting, Repair, and general queries**.
- **Analyzed weekly Customer Service Communications** on several **Business and personal-related issues** and suggested solutions to solicit **customer satisfaction** by taking **feedback from customers** to improve **Casio Products**.

V. **Application Engineer • Harman International • Mar 2019 – Sep 2019 • Mumbai, India**

- Worked as an **Application Engineer** Mapped out the configuration and setup of **Harman's audio equipment** for **Entertainment and Enterprise Solutions**.
- Uploaded and documented some of the **New and existing products** of **Harman** on some of **Harman's 3rd Party e-commerce websites**.

VI. **Business Management Trainee • Pixetron Audio/Video Inc • Aug 2016-Sept 2017 & Sept 2018–Feb 2019 • Hyderabad, India**

- Analyzing and expanding business operations toward sustained growth.
- Developing client relationships and strengthening industry partnerships.

- **Created and designed** various templates for email newsletters, promotional flyers, and presentation templates using **Adobe Photoshop and WordPress**.