

# Allu Dheeraj Kumar Reddy

## UX/UI Designer

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Hi! I'm an **Product designer** with focused on creating meaningful experiences through my design. i Design with passion, empathy and curiosity.

### Experience

#### UX/UI Designer

Proaspire infotech private limited January 2020 - Present

#### Roles and responsibilities

- Working with the principle of " User-first ".
- work in the user-centered design system, framework and design thinking.
- Focusing on equity-focused design, accessibility by sprint briefs.
- Conducted consumer field research, in-depth interviews, and ethnographic research to uncover the needs of product development
- Ensuring all UX Research activities are executed at high-quality levels, manage team initiatives, set project priorities, manage scoping
- Creating design discovery such as user journey maps, site map, flow diagram, prototypes and storyboards to help communicate the design approach and gain alignment.
- Design a saleable application with visual design, wireframe, and mockups design for client review.
- Gathering input from users and partners and using extensive design thinking to shape project requirements and scope.
- Revise and update designs and documentation based on continuing user testing and customer feedback.
- Continuously discover, evaluate, and implement new technologies to maximise development efficiency by performing usability tests.

### Education

#### Nova Academy of Rural Education & Research

Bsc 2014 -2017

#### SRI CHAITANYA EDUCATIONAL INSTITUTIONS

10+2 2012 -2014

#### ARAVINDA HIGH SCHOOL

SSC 2012

### Portfolio link

[www.alludheeraj.art](http://www.alludheeraj.art)

### Skills

Interaction Design Design audit

Prototyping Visual Presentation

Wireframing low To High Fidelity

Information Architecture UX Design

User Empathy Usability Testing

User Flow Visual Communication

Design System Heuristic Evaluation

Personas Data visualization UI

User Research Design Thinking

Agile & Scrum Lean UX interview

Interaction Design A/B Testing

Mockups User Acceptance Testing

### Tools

Figma Adobe XD sketch

Adobe photoshop after effects

Zeplin Craft Invision

Invision Cinema 4D Blender

Illustrator Webflow Confluence

Maze Miro Jira

Adobe animate Unreal Js

Html Css Adobe dimension