

MADEPELLI SADHANA

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PROFILE

As a data enthusiast, I bring strong skills in SQL, data management, and building insightful dashboards using Power BI and Tableau. Leveraging my experience in java development and UI/UX design, I excel at combining analytical thinking with technical and user-focused solutions. Driven by curiosity and continuous improvement, I transform complex data into clear, actionable insights that support smarter business decisions.

EMPLOYMENT HISTORY

Jul 2024 — Nov 2024	UI/UX Developer, Vosyn Inc.	Etobicoke, ON
	<ol style="list-style-type: none">1. Collaborated with product and design teams to convert client requirements into user-focused web pages. Built responsive prototypes in Figma and implemented them using WordPress Avada Builder.2. Designed and optimized investor and crowdfunding pages with interactive features. Integrated calculator, sliders, timers, and media elements to improve engagement.3. Analyzed user behaviour and performance metrics to refine UI layouts. Implemented data-driven improvements for better accessibility and responsiveness.4. Communicated design ideas clearly across technical and non-technical teams. Aligned expectations on layouts, animations, and responsive grid structures.5. Managed multiple UI/UX tasks in a fast-paced Agile environment. Balanced priorities, incorporated feedback, and supported portal launch documentation.	
Mar 2022 — Jul 2023	Associate Engineer, Harman Connected Services	Bangalore, IND
	<ol style="list-style-type: none">1. Developed an accessibility-focused mailbox application using java and Spring Boot, enabling visually impaired users to hear emails and access auto-categorized content.2. Built backend logic and RESTful APIs to translate business requirements into functional assistive-technology features.3. Collaborated with Agile teams to deliver scalable, inclusive solutions and incorporate cross-team feedback.4. Took ownership of technical challenges, resolving issues proactively to support smooth project delivery.5. Communicated updates clearly across teams and applied customer-focused insights to improve usability and accessibility.	

EDUCATION

Jan 2024 — Sep 2025	Graduate Certificate, Humber College	Etobicoke, ON
	Information Technology & Solutions with Honours	
Aug 2019 — Jul 2022	Bachelor of Technology, KG Reddy College	Hyderabad, IND
	Computer Science & Engineering with First Class Distinction	

SKILLS	SQL	Microsoft Purview
	R and Python	Deep Learning
	Mathematics & Stats	Natural Language Processing
	Data Analysis	PowerApps & Power Automate
	Collibra	Data Controls
	Data Management	Data Access and Quality Measures
	Tableau, Power BI & Reporting	Snowflakes
	Microsoft Excel & PowerPoint	Web Design & Development
	Organizational Skills	Azure Databricks
	Risk Management	
PROJECTS		
Apr 2025 — Jul 2025	The Gaap.net	Full Stack Project
	<ul style="list-style-type: none"> Designed and developed a full-stack Professional Development portal with React.js, Tailwind CSS, Node.js, and MongoDB, enabling users to access workshops, live and on-demand webinars, courses, and a catalog of professional development books. Integrated secure Stripe payment workflows and built role-based dashboards for Admins and Users to manage webinars, track enrollments, view payment history, and access restricted content seamlessly. Collaborated across design and backend teams to align UI, database schema, and API architecture, ensuring scalable performance, consistent data management, and a modern, accessible user experience. 	
Mar 2025 — Apr 2025	Meta Ad Performance Dashboard	Power BI Project
	<ul style="list-style-type: none"> Designed an interactive Power BI dashboard to track Meta ad performance with KPIs such as impressions, clicks, CTR, engagement rate, conversions, and purchases for Facebook and Instagram campaigns. Built dynamic KPI switching, audience insights by age, gender, and country, and time-based trends (hourly, weekly, monthly) to help identify engagement patterns and campaign opportunities. Applied strong data modeling and DAX measures across multiple tables to deliver accurate reporting, including budget analysis, ROI metrics, and campaign-level performance insights. 	
Mar 2024 — Jul 2024	Blooms Canada	Shopify Website
	<ul style="list-style-type: none"> Developed and customized a Shopify-based e-commerce website using Liquid templates, CSS, and JavaScript to deliver a premium floral shopping experience. Implemented responsive user interface components, image sliders, product grids, and checkout enhancements using Shopify sections, Content Delivery Networks, and third-party integrations. Optimized overall site structure, page navigation, and theme performance while managing product content, gift bundles, and customer experience improvements. 	