

# MADEPELLI SADHANA

Toronto, Canada, +1- 4376694366, madepellisadhana@gmail.com

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

## 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"> <li>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.</li> <li>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.</li> <li>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.</li> </ul>	
Mar 2025 — Apr 2025	Meta Ad Performance Dashboard	Power BI Project
	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>Applied strong data modeling and DAX measures across multiple tables to deliver accurate reporting, including budget analysis, ROI metrics, and campaign-level performance insights.</li> </ul>	
Mar 2024 — Jul 2024	Blooms Canada	Shopify Website
	<ul style="list-style-type: none"> <li>Developed and customized a Shopify-based e-commerce website using Liquid templates, CSS, and JavaScript to deliver a premium floral shopping experience.</li> <li>Implemented responsive user interface components, image sliders, product grids, and checkout enhancements using Shopify sections, Content Delivery Networks, and third-party integrations.</li> <li>Optimized overall site structure, page navigation, and theme performance while managing product content, gift bundles, and customer experience improvements.</li> </ul>	