### Sunny Reddy Medapati

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# summarY

* As I’m a multi-disciplinary Digital Media specialist, with over 6 years of hands-on experience in driving UI/UX and Visual Design projects. With a forte in exhibiting an exceptionally creative approach towards a broad array of creating clean, functional and useful designs for web/mobile applications and digital media marketing campaigns.
* Capable of leading the UI/UX design process through brainstorming ideas/concepts, market research, target audience, color research, and from sketches to wireframes of the product. Experience in managing multiple concurrent projects at any stage of its life cycle and turn them into a successful user-centered product in fast-paced environments with ease and grace.
* As a designer, I’m passionate about problem solving through iteration and love to see designs transform and become more elegant as they move through each stage of the design process. Professionally, I'm interested in utilizing my multi-disciplinary background to create elegant solutions to complex problems.

# EDUCATION

1. ***Master of Applied Arts, Digital Media***
2. Missouri Western State University, Saint Joseph, MO August 2013 – July 2016
3. ***Master of Fine Arts, Graphic Design***

University of South Dakota, Vermillion, SD August 2012 – May 2013

***Bachelor of Fine Arts, Visual Communication***

Sri Venkateshwara College of Fine Arts, Hyderabad, India August 2007 – May 2011

# Technical skills

# *Area of Expertise*

UI/UX design, Web/Mobile applications design and planning, Iconography, Interaction design, Requirements gathering, Wireframes, Prototypes, Data Visualization, Market research, User surveys, Personas, Task analysis, User scenarios, Process flows, Card sorting, Information Architecture (IA), Usability protocols, A/B Testing, Affinity diagramming, Branding, Cinematography, Video Editing, Motion graphics.

1. ***Tool Proficiency***

Adobe Creative Suite (Photoshop, Illustrator, In Design, Experience Design(XD), After Effects, Premier Pro Acrobat Pro DC), Balsamiq, Sketch, Axure RP, InVision, Zeplin, HubSpot, Keynote, Microsoft Office Suite, HTML 5, CSS

# Professional experience

1. ***UI/UX Designer,***Coolfire Solutions
2. Saint Louis, MO December 2016 –Present

*Clients: Enterprise Rent-A-Car, RONIN, TCCC*

* Leading the design for in-house projects known as RONIN Platform, a situational awareness application and TCCC emergency medical assistance application for US Military forces.
* Lead UI/UX Design project for client called Enterprise Rent-A-Car by overseeing all the design decisions, analyzing customer requirements, user profiles, and translated them into an effective user experience.
* Creating user journeys to find the best navigation system, and then designing interactive prototypes from hand sketches to wireframes to show the layout and flow change.
* Built responsive user-interfaces to accommodate all the various device form factors out there.
* Managing all aspects of marketing designs for “Ronin Platform” by collaborating with marketing director and project managers to encourage Public Safety, Transportation, Campus Security, Ski Resorts and Airports businesses to use Ronin situational awareness application.
* Redesigned the logo and style guide for Coolfire Solutions and created a range of deliverables including PowerPoint presentations, use case PDF’s, posters, illustrations, and animations.
* Collaborated closely with the development team to discuss anticipated problems and proposed solutions.
* Worked on Agile methodologies to support all stages of a Design/development project and consistently tracked and maintained high quality and on-time delivery, within budget.

1. ***Digital Media Specialist*,** American Angus Association
2. Saint Joseph, MO August 2016 –December 2016

*Client: University of Nebraska-Lincoln*

* Responsible of editing and designing infographics for National TV Commercials for broadcast.
* Established a proxy workflow by rapid conceptualization and edited interviews and promotional segments for the “University of Nebraska-Lincoln”.
* Created story boards along with filming and editing of videos for the Television commercials, Interviews and Transcode media for other media outlets such as web ads and Radio ads by using Adobe Premier Pro application.
* Created multiple media delivery formats such as Blue Ray, DVD, 3D Blue Ray, and 5.1 DVD.
* AAA Media Back up: Responsible for backing up media and client hard drive to ensure there is a safety copy of material for in-house.
* After Effects: VFX editorial work, animation, removal of the unwanted object in the frame, for client approval at post-production life cycle.

1. ***UI/Visual Designer*,** Missouri Western State University
2. Saint Joseph, MO August 2014 – August 2015

*Client: Griffon Yearbook (Missouri Western State University)*

* Worked on Centennial Yearbook agile rebranding and website design to better reach the audience with new marketing design strategies. Designed the user interface and data visualization for the website.
* Designed visual mockups/prototypes from wireframes and delivered final design production-ready assets for development.
* Conceptualized and designed UI patterns, Yearbook cover design, layouts, color plate, email blasters, typography, data visualization, timeline, visual assets for social media advertising, and print-ready artworks under tight deadlines.
* Applied User Center Design method to create the most user-friendly pages.
* Collaborated with editors, photographers, developers, and managed visual design team members to execute meticulous pixel perfect graphic compositions.
* Charged with improving the experience of multi-brand campaigns through quantitative research, ultimately increasing user engagement more than 30% compared to previous campaigns.
* Attended everyday standup meetings with other team members to review the previous day work and gather all information and feedback.

***Visual Designer,***Missouri Western State University

Saint Joseph, MO January 2014 – December 2015

*Client: Griffon News (Missouri Western State University)*

* Responsible for designing and developing promotional materials for both print and web such as, email marketing, banners, creating advertising layouts and promotional videos.
* Followed the design guidelines to establish and maintain the visual integrity, brand standards, and consistency of the layouts.
* Managed creative projects effectively and efficiently while maintaining priorities, deadlines and deliverables.
* Participated in brainstorming, story boarding and developing UI design for mobile applications.
* Coordinated closely with content editors, photographers to develop concepts related to sports and student’s success stories. Responsible for developing infographics, illustrations as required for print, social media, and Griffon News website.

***Graphic Design Research Assistant*,** University of South Dakota

Vermillion, SD August 2012 – December 2012

* Supervised on BFA Graphic Design student’s weekly projects. Oversaw the ideas and implementation design process to guide students in a right direction.
* Served as a research assistant to the graphic design professor on research projects and prepared numerous design presentations for the class and conferences and maintained accurate information on MFA Graphic design web page.

***UI/Visual Designer,*** Asian Paints

Hyderabad, India June 2011 – July 2012

*Client: Asian Paints*

* Integrated problem-solving skills and clean design sensibilities for optimal user interface design.
* Redesigned website using innovative processes to position Asian Paints as the go-to paint expert.
* Managed all projects from concept to production, under tight deadlines on a daily basis. Responsibilities include creating concepts, interaction patterns, style guides, UI elements, brand identity, visual mockups, banners, email newsletters, social media ads and ensured consistency, quality & best user experience practices across the product.
* Improving the UI/UX experience for its online app, optimize it into more scalable and responsible mobile platform.
* Collaborated with team members to translate concepts into working prototypes.
* Enhanced user experience, usability, and functionality of the website to keep effective bounce rate performance. Since the launch, website’s unique visitors have increased from 62% to 71%.

***Visual Designer,***Adwize India

Bangalore, India September 2010 – December 2010

*Client: ING Vysya, ViddyarthDexler, Infosys BPO*

* Developed collaborative, versatile, and detail-oriented designs, with a commitment to project and team success.
* Participated in User Case Study and Analysis with Bangalore online restaurants for the home delivery web application.
* Produced visual designs and user-friendly interface designs for the Web and mobile-based projects, including icons, prototypes, wireframes, mockups, flowcharts, typography patterns, illustrations and print materials, in a deadline driven environment.
* Collaborated with a cross-functional team of developers, product managers, and designers, to ensure visual consistency across projects.
* Attended client meetings and understood their brand and promotion requirements. Translated client business requirements and user needs into designs that are visually enticing, easy to use, and emotionally engaging.

# ADDITIONAL EXPERIENCE

**Midwest interdisciplinary Graduate Conference,** University of Wisconsin

1. Milwaukee, WI February – 2015

* Presented “Pixel Art” installation in 10th annual, “Midwest Interdisciplinary Graduate Conference” as part of 2015 “UNBEARABLE” theme walk and talk session.

1. ***Broadcast Educational Association***
2. Las Vegas, NV April – 2015

* Presented research on "TV News Websites of the Top 25 Markets" Scholar-to-Scholar poster session.



**REFERENCES available upon request**