

Pradeep K Yellapu

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<https://www.behance.net/pradeepkumar206> | <https://pradeepbarnalia123.wixsite.com/my-site> | Availability: May 19, 2025

EDUCATION

University of Maryland, College Park, MD, USA

Master of Science (M.S.) – Major in Data Science, Minor in User Experience (UX) Research Methods, GPA 3.90/4.00 Aug 2024 – May 2026

SRM Institute of Science & Technology, Tech Park, Kattankulathur, Tamil Nadu, India

Bachelor of Technology (B.Tech), Computer Science & Business Systems, GPA 3.70/4.00 Jun 2019 – May 2023

- Featured in the Department's Newsletter for securing Internships & successfully leading student clubs

DESIGN SKILLS

Hard Skills: Human Centered Design (HCD), Empathy Mapping, Interaction Design, Design Systems, Documentation, Storyboarding, Visual Design, Positionality, Color Theory, Branding, User Flows, Qualitative & Quantitative Research, Journey Mapping, Competitor Analysis, Usability Testing, Accessibility Testing, Iterative Design, Prototyping, HTML, CSS, Java script, Python, Information architecture, Web development, Time Management, Empathy, User Research, Cross-functional Collaboration

Tools: Adobe Creative Suite (XD, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, Blender3D, InVision, Miro, Notion, AutoCAD, Sketch up

PROJECT EXPERIENCE

Collab - A Collaborative Space for Researchers & Innovators

- Executed end-to-end UI/UX design lifecycle**, including user flow mapping, interactive prototyping, and high-fidelity mockups using Figma, enhancing design scalability and user engagement.
- Facilitated **usability testing by assigning task-based scenarios**, employing success metrics like task completion rates and error frequency to evaluate product intuitiveness and user satisfaction.
- Designed high-fidelity interactive prototypes using Figma** and conducted iterative testing cycles, leveraging user feedback to enhance product usability, streamline interactions, and increase user engagement.

Rebranded – Coca-Cola (Personal Project)

- Developed a comprehensive brand identity system**, including logo redesign, typography selection, and color palette optimization, to modernize Coca-Cola's visual presence while preserving its heritage. Utilized **Adobe Photoshop** for detailed graphic design and **Adobe After Effects** for dynamic visual presentations.
- Created high-fidelity 3D product renderings** to visualize packaging concepts and marketing materials, enhancing stakeholder engagement and facilitating design approvals. Employed **Blender 3D** for modeling and rendering, ensuring photorealistic outputs.

WORK EXPERIENCE

UMD Esports, *Graphic Designer* (College Park, Maryland)

Nov 2024 – Present

- Design user-centric streaming overlays**, banners, and promotional assets, maintaining brand integrity and **enhancing stream UX and audience engagement**.
- Collaborate with broadcasting teams** to meet tight deadlines with pixel-perfect precision by applying design systems and streamlined workflows to optimize graphic production.

My Equation, *Associate graphic designer* (Ahmedabad, Gujarat, India)

May 2022 – Jun 2023

- Supervised a team of 15**, managing visual identity projects, developing strategies, and **conducting Customer Behavior Analysis to optimize audience engagement** and drive business growth.
- Led User-Experience (UX) research** and data-driven design improvements using **Double Diamond process**
- Spearheaded the company's rebranding efforts**, resulting in a 35% increase in gross sales through impactful design improvements.

Deeva, *Founding Designer & Lead* (Chennai, India)

Mar 2021 – Dec 2021

- Developed and implemented the entire color theory and branding strategy**, enhancing the brand's visual appeal and recognition
- Designed the user interface (UI) and user experience (UX) for Deeva's website adhering to the Brand Guidelines**, including innovative elements like a creative hanger as the "Add to Cart" icon
- Contributed to the brand's visual identity, leading to praise on Shark Tank India and **securing an investment of \$2.5 lakh dollars**.

LEADERSHIP & VOLUNTEER EXPERIENCE

Hack4Impact, *UI/UX Designer*

Feb 2025 – Present

- Collaboratively working on **developing a H4I UMD Application portal**

Webarch, *UX Designer, Design Team Lead*

Apr 2021 – Jan 2023

- Led SRM's oldest student club**, designing a campus app and **mentoring juniors** in UX & Human-Centered Design.

ACHIEVEMENTS & AWARDS

- Finalist, Design Heist - UI/UX | Coding competition**
- First Place, Vinci di Ui – User Interface (UI) Design Quest**

CERTIFICATIONS

- Foundations of User Experience (UX) Design** Authorized by Google March 2022
- CITI Program Certification** Social & Behavioral Research Feb 2025