

# Pradeep Yellapu

[pyellapu@umd.edu](mailto:pyellapu@umd.edu) | [Linkedin](#) | [Behance](#) | [Portfolio](#) | (240)-610-7815

## EDUCATION

### University of Maryland | College Park, MD, USA

Expected May 2026

*Master of Science in Data Science, Minor in User Experience (UX) Research Methods*

**GPA: 3.90**

- Coursework: UX Research Methods, Data Representation and Modeling, Principles of Machine Learning

### SRM Institute of Science & Technology | Tech Park, India

Jun 2019 - May 2023

*Bachelor of Technology in Computer Science & Business Systems*

**GPA: 3.70**

## EXPERIENCE

### Graduate Research Assistant | TOGETHER program @ UMD | College Park, MD

Apr 2025 - present

- Designed and streamlining participant referral workflows and data pipelines for a federally funded relationship education program under the **U.S. Department of Health and Human Services (HHS)**
- Created modular outreach assets aligned with HubSpot and Eventbrite funnels, improving lead segmentation & user tracking
- Supporting marketing & recruitment with data analytics and lead tracking systems using Power BI and Excel; conducting visual QA and dashboard design for federal reporting
- [Audited](#) WordPress touchpoints for usability and accessibility; ensured ethical data handling as an **IRB-certified tester**.

### UX Designer | Hack4Impact @ UMD | College Park, MD

Nov 2024 – May 2025

- **Conducted user research** and stakeholder interviews to identify recruitment pain points; translated findings into actionable insights via affinity mapping and Power BI.
- [Designed](#) and prototyped a 4-step modular application flow in Figma, reducing a 33-page process through inclusive, user-centered design.
- **Built a centralized recruiter dashboard** with role-based color coding, improving workflow clarity and reducing navigation time by 60%, enabling scalability for 750+ applicants annually. Documented and [presented](#) to key stakeholders

### Terps Esports Graphic Designer | University of Maryland | College Park, MD

Nov 2024 - present

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

### UX Researcher | INFO Faculty Dashboard UX Research | College Park, MD

Jan 2025 - May 2025

- Conducted contextual interviews and [affinity](#) mapping with UMD INFO faculty to uncover pain points in managing workload and documentation. Synthesized insights into actionable themes and proposed a streamlined dashboard system using identity model, journey maps, role-based tasks, and pain-point prioritization.

### Research Assistant | Colossus: Astrophysics Visualization Interface

- Collaborated with Dr. Benedikt Diemer to enhance a real-time universe composition interface using JavaScript and canvas rendering. [Improved](#) user interaction with **dynamic scale factor** controls and redshift-based visual feedback. [Integrated](#) Hotjar into the index code to collect user interaction and clickstream insights for iterative refinements

### Associate Technical Analyst | Computacenter | Bengaluru, IN

Jan 2023 - Jul 2024

- Automated server diagnostics using ScienceLogic, PowerShell, and RamMap, reducing recurring incidents by 40%.
- Extracted and benchmarked web data using BeautifulSoup and Selenium, delivering insights through Power BI dashboards.
- Memory issue resolution workflows, improving efficiency by 25%.

### Market Research Analyst, UI/UX Designer (Intern) | My Equation | Ahmedabad, IN

May 2022 - Jun 2023

- Led UX research using Double Diamond and drove 35% revenue growth through rebranding.
- Managed a 15-member team to enhance audience engagement via visual strategy and customer behavior analysis.

## SKILLS

**Design:** Human-Centered Design (HCD), Interaction Design, Empathy Mapping, Visual Design, Branding, Storyboarding, User Flows, Information Architecture, Accessibility Testing, Prototyping, Usability Testing, Iterative Design, Accessibility Design

**Research:** Journey Mapping, Competitor Analysis, Qualitative & Quantitative Research, Task Analysis, Data Interpretation, Heuristic Evaluation, Surveys, Contextual Inquiry, Ethnographic Research

**Software:** Figma, Adobe XD, Photoshop, Illustrator, After Effects, Blender 3D, InVision, Hotjar, Miro, Notion, SketchUp, Power BI, Tableau, Git, GitHub

**Programming:** HTML, CSS, JavaScript, Python, R, Pandas, NumPy, Matplotlib, Seaborn, SQL

## CERTIFICATIONS

- **CITI Program** Certification Social & Behavioral Research ([Credential ID: 67782636](#)) Feb 2025
- **Foundations of User Experience (UX) Design** Authorized by Google ([Credential ID: 9HTB2SYBKWX9](#)) March 2022