

# Sahith Reddy Areddy

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Portfolio: [behance.net/sahithreddya](https://behance.net/sahithreddya) | [sahithreddy.in](https://sahithreddy.in) | [github.com/sahithreddya](https://github.com/sahithreddya) | [linkedin.com/in/sahithreddya/](https://linkedin.com/in/sahithreddya/)

## EDUCATION

**University of Maryland, Baltimore County**  
*M.S. in Human-Centered Computing*

**Maryland, USA**  
May 2024

**Jawaharlal Nehru Technological University**  
*B.Tech. in Computer Science and Engineering*

**Hyderabad, India**  
April 2019

- Top 10% in a class of 105 students and secured a 'First-Class' degree

## WORK EXPERIENCE

**Falcon Wings Ventures Pvt. Ltd.**  
*UX Designer*

**Hyderabad, India**  
September 2021 – August 2022

- Conducted initial user research for an e-commerce mobile application by communicating with target users that led to creating accurate user profiles
- Conducted market analysis to learn about competitors in the market resulting in identifying strengths and weaknesses of the product
- Designed low-fidelity and high-fidelity wireframes for Browse Products, Add to Cart and Payment user flows
- Determined efficient data visualization practices on smaller screens for information-rich modules resulting in decreased cognitive load on users

**ADP, India**  
*UI developer*

**Hyderabad, India**  
May 2019 – August 2021

- Developed payroll products for both mobile and web environments used by over 10000+ users across the USA
- Led the domain showcasing presentations to product owners and stakeholders every month
- Integrated biometric authentication into android-based new-gen devices with existing payroll software improving efficiency by 22%
- Collaborated with teams from different domains to develop and test various use-cases to improve the quality of the product

## PROJECTS

**The Cookie Cartel**

Conducted competitor research and created high-fidelity UX mockups for an e-commerce website whose goal was to create a cookie-selling platform. Features included signing in/signing up, browsing products, placing orders, and making payments

**Consumer Complaint application for Telangana Civil Affairs**

Designed and developed a working prototype of a large-scale application whose goal was to address the drawbacks of offline complaint user flow and decrease end-user time by 85%. The demo application included activities that comprised features such as session management, OTP validation, and requesting (and/or) uploading text/image data.

## EXTRA-CURRICULAR ACTIVITIES

**National Entrepreneurship Network**  
*Team Leader*

**Hyderabad, India**  
June 2016 – April 2018

- Led a team of 10 to organize events and seminars inviting entrepreneurs from the city to help promote the idea of entrepreneurship
- Successfully introduced local food brands into a university festival as part of the club campaign, resulting in generating a revenue of 3,50,000 INR

**Make a Difference**

*Education Support Teacher*

**Hyderabad, India**  
May 2016 – May 2017

- Taught seventh-grade Mathematics to a class of 17 kids of various ages at Thara orphanage, Bowenpally
- This experience helped me develop empathy and was crucial in developing my interest of creating tools for human flourishing

**Model United Nations - International Institute of Information Technology**  
*Under Secretary General*

**Hyderabad, India**  
August 2017 - October 2017

- Led an organizing committee consisting of 20 people to plan and manage a 3-day Model United Nations event attended by over 200 participants
- Negotiated with white-collar executives which helped procure sponsorships worth 6,00,00 INR for the event