Sahith Reddy Areddy

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EDUCATION

University of Maryland, Baltimore County   **Maryland, USA**
M.S. in Human-Centered Computing   *May 2024*

Jawaharlal Nehru Technological University   **Hyderabad, India**
B.Tech. in Computer Science and Engineering   *April 2019*
● Top 10% in a class of 105 students and secured a 'First-Class' degree

WORK EXPERIENCE

Falcon Wings Ventures Pvt. Ltd.   **Hyderabad, India**
UX Designer   *September 2021 – August 2022*
● Conducted initial user research for a mobile e-commerce application by communicating with target users, which led to the creation of accurate user profiles
● Championed user-centered design and user-research methodologies utilizing established design principles
● 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   **Hyderabad, India**
UI developer   *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

EXTRA-CURRICULAR ACTIVITIES

National Entrepreneurship Network   **Hyderabad, India**
Team Leader   *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   **Hyderabad, India**
Education Support Teacher   *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 in creating tools for human flourishing

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

SKILLS

UI Design | UX Design | Wireframing | Prototyping | UX Research | Heuristic Analysis | Task Analysis | Usability Testing | User Interviews | Design Thinking | Information Architecture Design | Visual Communication

TOOLS

Figma | Adobe XD | Protopie | Miro | Figjam | Adobe Illustrator | Adobe Photoshop | Sketch | HTML | CSS | JavaScript | React | Python | Git | Microsoft Office Suite