

Sahith Reddy Areddy

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Portfolio: behance.net/sahithreddya | linkedin.com/in/sahithreddya/ | github.com/sahithreddya

EDUCATION

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

Maryland
August 2024

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

Hyderabad
April 2019

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

WORK EXPERIENCE

Falcon Wings Ventures Pvt. Ltd.

Hyderabad

UX Designer (Freelance) (Limited information shared due to NDA)

December 2021 – September 2022

- Conducted initial user research 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 various user flows while maintaining regular discussions with the development team to ensure seamless developer hand-off
- Determined efficient data visualization practices on smaller screens for information-rich modules resulting in decreased cognitive load on users and a better user experience

ADP, India

Hyderabad

UI developer (Web and Mobile)

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 through 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

LEADERSHIP EXPERIENCE

National Entrepreneurship Network

Hyderabad

Team Leader

2016-2018

- Led a team of 5 to organize events and seminars inviting entrepreneurs from the city to help promote the idea of entrepreneurship
- Accomplished an increase in strength of the club by 30% each year

Make a Difference

Hyderabad

Education Support Teacher

2016-2017

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

Hyderabad

Under Secretary General

October 2017

- Led an organizing committee consisting of 20 people to plan and manage a 3-day Model United Nations event attended by 200 participants
- Negotiated with white-collar executives which helped procure sponsorships worth 5,00,00 INR for the event.

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.