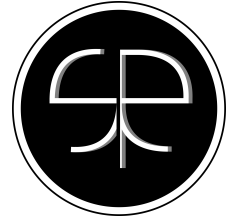


Sahith Reddy Areddy

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<https://sahithreddy.in/> ← Check out my portfolio!

behance.net/sahithreddya • github.com/sahithreddya • linkedin.com/in/sahithreddya

ABOUT ME

I am a user experience designer with a background in user interface development. My design process is fueled by my passion for creative solutions and insatiable curiosity.

EDUCATION

M.S. IN HUMAN-CENTERED COMPUTING

University of Maryland, Baltimore County - May 2024

Maryland, USA

B.TECH. IN COMPUTER SCIENCE AND ENGINEERING

Jawaharlal Nehru Technological University - April 2018

Hyderabad, India

SKILLS

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

TOOLS

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

WORK EXPERIENCE

UX DESIGNER

Falcon Wings Ventures

SEPTEMBER 2021 – AUGUST 2022

Hyderabad, India

- 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 prototypes 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

UI DEVELOPER

ADP, India

MAY 2019 – AUGUST 2021

Hyderabad, India

- 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

UI/UX DESIGN

SEPTEMBER 2022

Hyderabad Tourism Website Redesign

- Revamped a tourism website to be more effective in its use of branding and visual communication to increase customer engagement
- Created multiple user personas to identify diverse user types and their motivations
- Communicated the redesign through low-fidelity and high-fidelity wireframes to gather valuable feedback

CASE STUDY

JUNE 2021

Beagle

- Performed Heuristic Analysis of a web-based application to recognize usability issues.

UI DESIGN

OCTOBER 2020

The Cookie Cartel

- Conducted competitor research and created high-fidelity prototypes for an e-commerce website whose goal was to develop a cookie-selling platform.