

Sahith Reddy Areddy

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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 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
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 develop 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 (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 in 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