



Sahith Reddy Areddy

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SUMMARY

A **User Experience Engineer** with a Master's in Human-Centered Design and over five years of combined experience designing and developing interfaces for product-based organizations. My robust blend of **Experience Design** and **Interface Development** skills ensures a holistic approach to creating effective user-centric solutions for digital interfaces.

EDUCATION

M.S. In Human-Centered Computing

University of Maryland, Baltimore County – (3.91 GPA)

May 2024

Maryland, USA

B.Tech. In Computer Science And Engineering

Jawaharlal Nehru Technological University

April 2018

Hyderabad, India

EXPERIENCE

UX Engineer

May '23 – Aug '23

The HCD Experience – (internship · b2b · consulting)

Baltimore, MD

- Assessed the effectiveness of low-fidelity HTML prototyping versus traditional methods within design tools like Figma and Adobe XD with the goal of improving design handoffs to developers
- Conducted content analysis of user feedback, forums, and official documentation, unraveling insights into learning curves and distinctive strengths of each prototyping tool
- Engaged in interviews with established designers and developers to understand their task goals and workflow contexts
- Developed and implemented a novel Design Scaffolding handoff process**, streamlining collaboration between design and development teams and accelerating the product development pipeline

UX Designer

Sept '21 – Aug '22

Falcon Wings Ventures – (full-time · b2c · e-commerce)

Hyderabad, India

- Pioneered the development of a comprehensive design system** from inception for a mobile e-commerce application, ensuring consistency and efficiency in the design process
- Conducted preliminary user research engaging with target users to pinpoint three distinct types and comprehend their unique needs
- Executed market analysis to discern strengths and weaknesses against competitors, refining the design problem focus and uncovering the potential for new features
- Crafted low-fidelity and high-fidelity prototypes in Adobe XD, addressing user flows for *Create Merchant Profile*, *Browse Customers*, *Browse Products*, and *Add to Cart* with a keen eye for detail

UI Engineer

May '19 – Aug '21

ADP India – (full-time · b2b · payroll and HR services)

Hyderabad, India

- Spearheaded the creation of payroll products for mobile and web platforms, **catering to a user base exceeding 10,000 in the USA**
- Successfully integrated biometric authentication into Android-based next-gen devices, seamlessly **enhancing payroll software efficiency by 22%**
- Developed interfaces using ADP's proprietary framework built on ReactJS/JavaScript, ensuring brand consistency through adherence to HTML/CSS and existing design system documentation
- Conducted unit testing and code reviews to ensure high code quality, reliability, and maintainability, reducing bugs and improving overall software stability
- Utilized JIRA and Confluence for project management and documentation, **facilitating an Agile workflow** and team collaboration

PROJECTS

Responsive Design · Front-End Development · Back-End Integration · Deployment and Hosting

Sahith Reddy's portfolio [↗](#)

- Developed a personal online portfolio using ReactJS/JavaScript**, implementing dynamic routing with React Router to create a seamless user experience
- Utilized React Hooks to manage state and lifecycle methods, enhancing the overall functionality and responsiveness of the site
- Employed MongoDB and integrated RESTful APIs to manage and retrieve data efficiently, enhancing the functionality and interactivity of the portfolio
- Hosted the website on Netlify for reliable performance and integrated Google Analytics to track user interactions and gather insights on website traffic

Data Visualization · Exploratory Data Analysis · Data Cleaning

Exploring Coffee and Factors Affecting Coffee Bean Quality [↗](#)

- Analyzed a coffee quality dataset containing 1190 rows to examine the factors affecting coffee quality and its production
- Communicated insights through various visualizations** created using matplotlib, seaborn Python libraries, and Tableau
- Developed a linear regression model with a prediction accuracy of 91.3% to evaluate coffee quality through six unique factors