

# Sahith Reddy Areddy

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## SUMMARY

A **User Experience Engineer** with a Master's in Human-Centered Design and over four years of combined experience designing and developing interfaces for product-based organizations. Sahith's 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

*The HCD Experience*

May '23 – Aug '23 (4 months)

Baltimore, MD

- Identified inefficiencies in the design handoff process of a developer-heavy team that caused delays in feature development and miscommunication between designers and developers.
- Led the adoption of a new *Design Scaffolding* method by pulling developers into the prototyping stages of the design process to build mid-fidelity, API-friendly HTML prototypes resulting in faster and more effective iterations.
- Reduced feature development time by replacing a traditional 'Design Handoff' with a more collaborative prototyping phase where designers and developers come together and elevate prototypes to production-ready features.
- Improved designer-developer communication by involving developers in the product design process early, ensuring the entire team is on the same page throughout the product development process.

### UX Designer

*LinkApp*

Sept '21 – Aug '22 (1y 0m)

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 based primarily on business size and transaction types.
- 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 Developer

*ADP India*

May '19 – Aug '21 (2y 4m)

Hyderabad, India

- Led the development of payroll products used by over 10,000 hourly employees in the USA to track and manage their work hours efficiently for both web and mobile platforms.
- 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 through Jest 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 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