



# Sahith Reddy Areddy

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## SUMMARY

A **User Experience Designer** with a Master's in Human-Centered Computing 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 Developer

May '23 – Aug '23

The HCD Experience – (contract · 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

### User Experience 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 app, 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

### User Interface Developer

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 while also employing Agile methodologies for collaboration
- Worked across the entire SDLC, employing agile methodologies like CI/CD, application resiliency, and security

## PROJECTS

### Accessible Design · User Research · Wireframing · WCAG

*WebPlus: Improving Web Accessibility for People with Dyslexia*

- Designed a web browser extension tailored for individuals with dyslexia, enhancing their online experience by adapting webpages to address challenges in reading text, attention, and memory
- Explored ability-based design as a progressive approach to accessibility, prioritizing the existing abilities of dyslexic individuals, such as enhanced spatial processing and improved memory alongside visual language
- Integrated the solution within the framework of adaptive interfaces, enabling dynamic changes to the page layout, text style, page hierarchy and integrating visual elements, fostering a more inclusive and personalized online web experience

### 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

### UI Design · UX Design · Wireframing · Prototyping

*Hyderabad Tourism Website Redesign*

- Revamped a tourism website to be more effective in its use of branding and visual communication to increase engagement
- Crafted a comprehensive brand identity encompassing a logo, color palette, and typography to showcase consistent branding
- Conducted usability testing with ten users to evaluate and iterate on low-fidelity and high-fidelity prototypes created on Figma