

Sahith Reddy Areddy

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SUMMARY

A User Experience Designer 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 UX Design and UI Development skills ensures a holistic approach to creating effective user-centric solutions for digital interfaces.

WORK EXPERIENCE

Lepal.AI – UX Designer

Oct 2024 – Present

- Collaborated with a cross-functional team of 3 designers and 1 product manager to conduct user research, interviewing over 20 target users and performing multiple rounds of usability testing.
- Translated insights into user personas and improved user flows, **increasing early user retention by 15%** in the beta version.
- Informed design decisions that contributed to the successful App Store release, securing **500+ initial downloads** and earning a 4.6 average rating within the first month.

The HCD Experience – UX Developer

May 2023 - Nov 2023 (6m)

- Transformed static **Figma components into React components**, enabling developers to integrate UI elements seamlessly and scale features more efficiently.
- Advanced mid-fidelity prototypes to fully functional, API-compatible HTML iterations, **reducing iteration cycles by 40%** and cutting overall development time by 25% and accelerating **prototype-to-production handoffs by 30%**.
- Leveraged database synchronization to create dynamic prototypes, improving stakeholder feedback quality and ensuring rapid iteration based on real user data.

LinkApp – UX Designer

Sep 2021 - Aug 2022 (11m)

- Served as the sole designer in an early-stage startup environment, taking the product from concept (0) to MVP launch (1).
- **Developed a comprehensive design system** from scratch, cutting future design and development iteration time by 40%.
- Conducted preliminary user research with over a dozen small-scale shop owners, identifying 3 unique user archetypes that shaped the product's core features.
- Oversaw the design of key user flows and interactive prototypes, enabling a successful initial beta launch to 50 early adopters and **reducing onboarding time by 40%**.

ADP – Front-End Developer

May 2019 - Aug 2021 (2y 3m)

- Led the development of ADP Time 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 next-gen devices, enhancing user efficiency by 22%.
- Developed interfaces for ADP Time's Pay Management and Time Punch features while ensuring brand consistency through collaboration with UX Designers and adherence to 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.

CarrotBox Technologies – Flutter Developer

Dec 2018 - May 2019 (6m)

- Designed and developed user onboarding, homepage and checkout pages on the Flutter platform for a cross-platform mobile app.

PROJECTS

Darkskeys.co

- Developed a single-page stargazing planner using *Next.js*, *React (TypeScript)*, *TailwindCSS*, and *shadcn/ui* library.
- Integrated *Astronomy* and *Google Places* APIs to provide real-time sky conditions and location-based stargazing spots.
- Implemented secure user authentication and data storage via *Supabase*, allowing seamless retrieval and updates of stargazing windows.
- Maintained code in a GitHub master branch using an efficient Git workflow, with automatic deployments on *Vercel*—also leveraging Vercel's performance metrics (e.g., First Contentful Paint) and user analytics.

Coffee Quality Analysis

- 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.

EDUCATION

University of Maryland, Baltimore County

May 2024

M.S., Human-Centered Computing – (3.91 GPA)

Jawaharlal Nehru Technological University

B.Tech., Computer Science and Engineering

SKILLS AND TOOLS

UX Design: User Interviews, Visual Design, Wireframing, Prototyping, Responsive Design, Accessible Design (WCAG), Usability Testing, Heuristic Evaluation, Figma, Webflow, Miro, Adobe XD, InVision

UI Development: Front-end Development, Backend Development, Responsive Design, State Management, RESTful API Integration, Version Control, Dev-Handoff Optimization, Deployment and Hosting, HTML-Prototyping, HTML/CSS/JavaScript, React, Node.js, TypeScript, Next.js, SQL, Google Analytics, Git/GitHub, Data Analysis, Data Visualization, Tableau, Python, Pandas

Project Management and Collaboration: Agile Workflow, Stakeholder Communication, Feature Presentations, Code Reviews, Jira

Soft Skills: Team Collaboration, Problem-Solving, Strong Communication, Time Management, Adaptability, Attention to Detail