



## Surya Bhaskar Reddy Medapati

Product Designer & UI Developer

### Personal Info:



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### Summary:

- ▶ 3+Year's experience in Product design and UI development.
- ▶ Experience in design tools like Adobe XD, and Figma.
- ▶ Familiarity with Photoshop, Illustrator, and premiere pro.
- ▶ Worked in web technology with HTML, CSS, JavaScript, and mobile technology with flutter and dart.
- ▶ Strong analytical and problem solving skills with a process-oriented mindset.
- ▶ Ability to work cross functionality and collaborate with engineering, product management and marketing.

### Work Experience:

- ▶ Worked as an associate remote web developer & Product designer at Marvel Medi Revolutions from sep'20 to the present as a freelancer.
- ▶ Worked as a Product designer & web developer in THIRDLAP as well as its sister company i.e., Durity & Focus-Prism for 22 Months from Oct'18 to Aug'20.
- ▶ Worked as a UI/UX designer in edges global analytics private limited from Sep'18 to Oct'18.

### Design & technical skills:

Skills	Details
UI/UX design tools	Adobe XD, Figma
Programming languages	Java-script, Dart
Technologies	HTML, SCSS, Java-script, Tailwind-CSS, Dart, Flutter
Development tools	Visual studio code, Android Studio
Others	Adobe photoshop, Illustrator, premiere pro, GIT, Atlassian products

## Honors & awards

- ▶ Ram Nath Kovind (the former president of India) inaugurated the hearts app that I redesigned in heartfulness organization.
- ▶ Selected as National youth cops (NYC), worked under the ministry of youth affairs & Sports, Government of India from 2015 – 2017.

## Education:

- ▶ SSC from secondary state board, AP (2008) with 74.5%.
- ▶ Intermediate (M.P.C) from Intermediate state board, AP (2008–2010) with 75.5%.
- ▶ CA-IPCC from Institute of chartered accountants of India (ICAI) from 2011 to 2015 (disc).

## Professional Experience:

### 1. Project : Durity

**Category:** Fintech & Security

**Design tools used:** Adobe XD, Photoshop, Illustrator, Premier Pro, Adobe audition

**Team Size:** 1

**Roles:** Product designer

**Project Description:** Durity safeguards valuable financial documents in a highly encrypted E-Wallet that stores the data in a structured manner and passes it to its beneficiaries only at the time of need.

**Contributions:** It was a great opportunity that I had a chance to walk through the entire UX pipeline from researching to launching the product as I was the only UX designer in the organization. In addition, I have taken responsibility for Branding, Marketing, Iconography & Video making, etc.

### 2. Project : Maximus Kitchen

**Category:** Food Ordering app

**Design tools used:** Adobe XD, Photoshop, Illustrator

**Team Size:** 1

**Roles:** Product designer

**Project Description:** For food counters in large campus, it avoids people waiting on a long que and also encourage cash less transactions and centralized control over the business.

**Contributions:**

- Conducted user research to Identify the target audience's pain points & -

needs and come up with the best possible solution that aligned with the organization's business goals.

- Created a new food ordering app UI Design from ground.

### 3. **Project :** Hearts App

**Category:** Health & Fitness

**Design tools used:** Adobe XD

**Team Size:** 4

**Roles:** Visual designer & Interaction design

**Project Description:** Hearts app belongs to the heartfulness organization. With the hearts app, a person can connect to online live meditation sessions with certified heartfulness trainers from across the globe at their convenience (24/7).

**Contributions:**

- Went to Kanha Shanti Vanam (the world's largest meditation hall) to know about the heartfulness way of meditation and conducted user research.
- Drawn wireframes, process maps, low fidelity & high fidelity prototypes.
- Full and reiteration of heart's app from the ground that received 97% positive customer feedback.

### 4. **Project :** Thirdleap math app

**Category:** Educational

**Design tools used:** Adobe XD, Photoshop, Illustrator

**Team Size:** 1

**Roles:** Product Designer

**Project Description:** Thirdleap math app is an artificial intelligence-based math guide. It explains step-by-step solutions to the problem and offers auto-correction, along with feedback.

**Contributions:**

- Identifying the target audience pain points /needs and come up with the best possible solution and those are aligned with the organization's business goals.
- Conducted research to identify user pain-points, our team went to GHS School- Bangalore and taken a survey.
- Defining the problem statements & redesigned the entire Thirdleap Math App UI from scratch.

## 5. Project : Thirdleap Website

**Category:** Educational

**Design tools used:** Adobe XD, Photoshop, Illustrator

**Team Size:** 1

**Environment:** HTML, CSS, JavaScript

**Roles:** UX Designer & Web Developer

**Project description:** Static website for Thirdleap organization.

**Contributions:** It is a great opportunity that I had a chance to walk through the entire process from website design to hosting that website.

## 6. Project : Durity Website

**Category:** Finance and Security

**Design tools used:** Adobe XD, Photoshop, Illustrator

**Team Size:** 1

**Environment:** HTML, CSS, JavaScript, Tailwindcss

**Roles:** UX Designer & Web Developer

**Project description:** Static website for Durity private limited company.

**Contributions:** It is a great opportunity that I had a chance to walk through the entire process from website design to hosting that website.

## Social :

- ▶ Portfolio : [suryaishnavi.github.io/portfolio](https://suryaishnavi.github.io/portfolio)
- ▶ LinkedIn : [www.linkedin.com/in/suryaishnavi](https://www.linkedin.com/in/suryaishnavi)
- ▶ Instagram : [www.instagram.com/rise\\_and\\_shine\\_surya](https://www.instagram.com/rise_and_shine_surya)
- ▶ GitHub: [www.github.com/suryaishnavi](https://www.github.com/suryaishnavi)