Kavyani Reddy

UI/UX Designer

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EDUCATION

MA Human-Computer Interaction (HCI) | SUNY Oswego
January 2020 – Current | 3.85 GPA
UX Design + Visual Design + Thesis Research

BDES Knitwear Design | NIFT, India
July 2011 – May 2015 | 6.9 CGPA
Product Design + Graphic Design

SKILLS

Design –
User Experience Design (UX)
User Interface Design (UI)
Interaction Design
User Experience Research
User Personas & Scenarios
Information Architecture
Storyboards
Problem Solving
Wireframing
Prototyping
Visual Design
Design System
Data Visualization
Usability Testing

Tools –

Adobe XD	Zeplin
Adobe Creative Suite	Sketch
Figma	Axure
InVision	Zira
Principal	Miro

Programming –
HTML 5
CSS 3
JavaScript

AWARDS & PARTICPATION

Dubstech UX Protothon 2021
Project: Interactive Video Conferencing for Team Meetings.

WORK EXPERIENCE

Research Assistant, Human-Computer Interaction | SUNY Oswego
August 2020 – Current | Oswego, NY
- Assisting Professor with research by conducting **user interviews, contextual inquiries, A/B testing, primary and secondary research**.
- Analysing the **usability test** data and reporting the findings along with writing and editing research papers.

UX/UI Designer | Center for Robolution
April 2017 – November 2019 | Hyderabad, India
- Conducted research by **interviewing stakeholders**, 25 users, and **competitive analysis to identify business requirements.**
- Created **storyboards, user journey maps, user stories, wireframes, mock-ups, and low-fidelity and high-fidelity prototypes** followed by **A/B usability testing**.
- Analysed data to **identify key performance indicators** to improve the user experience.
- Worked in an **agile environment** with **designers, front-end developers, and product manager collaboratively** to deliver an optimal software application in a short amount of time.
- Designed components for a **design system, illustrated graphics, and UI elements (Color, Patterns, Typography, Imagery)** to be used throughout the Web, Mobile, and Kiosk applications.

Graphic Designer & Social Media Manager | liberent.com
May 2016 – January 2017 | Hyderabad, India
- Delivered high-fidelity creatives for social media marketing campaigns and for the brand's eCommerce **website.**
- Engaged online audiences by placing a strong focus on the **UX** of the marketing content.

Assistant Graphic Designer | Polarbear International Pvt Ltd
July 2015 – March 2016 | Hyderabad, India
- Conceptualized and designed at least 4 graphic prints a day for canvas tote bags using **Adobe Illustrator** and **Adobe Photoshop** and demonstrated to team members and stakeholders.

Product Design Intern | Seeds Intimate Apparel
May 2014 – July 2014 | Hyderabad, India
- Participated in **design thinking workshops** with the design team to determine enhancements and product features.
- Converted project specs into drawings and travelled to manufacturing facilities to convert **sketches** into **prototypes**.

VIEW PROJECTS >>>