

Vivekananda Reddy S

User Experience Designer, User Interface Designer, Interaction Designer

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Professional Summary

Experienced UX Designer specializing in **user research, interaction design, and prototyping** for complex digital systems. Skilled at quickly **sketching and iterating design concepts** to improve product usability and engagement. Fluent in applying **user-centered design** methodologies and establishing **UX best practices**, with a strong track record of working in cross-functional, global teams to deliver impactful results. Expertise in IoT-related systems and digital transformation initiatives. Holds a **Master's in User Experience Design** from **Barcelona Technology School**.

Technical Skills

- **Design Tools:** Figma, Framer, Adobe Illustrator, Photoshop, Miro, Wix Studio
- **Research & Prototyping:** User-Centered Design, Wireframing, Prototyping, Usability Testing, User Research, Iterative Design, Design Thinking, Storyboarding, Process Flows
- **Development:** HTML & CSS (basic)
- **Platforms:** Android, iOS, Web

Work Experience

IVY Comp Tech Hyderabad, India

Apr 2022 - Sep 2023

User Experience Designer

- **Sketched and iterated interaction designs** for internal platforms, reducing design iterations by 25%.
- Overhauled key UI/UX components in Jarvis & Backoffice, cutting onboarding time by 30%.
- Researched and redesigned search functionalities, increasing accuracy by 20% and reducing search time by 30%.
- Collaborated with cross-functional teams to integrate **user feedback** into agile development cycles, ensuring a 90% on-time completion rate for all initiatives.
- Illustrated concepts with storyboards, process flows, and sitemaps, resulting in a 25% reduction in design iterations.

LKQ Corp Bengaluru, India

Feb 2020 - Apr 2022

Associate Graphic Designer

- Created impactful designs for over 20 computer-based projects, enhancing functionality.
- Performed estimation, design, and analysis tasks, improving project efficiency and client satisfaction by 30%.
- Produced over 100 vector illustrations for automotive labels and stickers, meeting client requirements and boosting brand visibility.
- Developed promotional materials and company magazines, leading to a 30% increase in engagement.

Education

Barcelona Technology School

Masters in User Experience Design

Sep 2023 - Jul 2024

 Barcelona, Spain

Bangalore Institute of Technology

Bachelor's in Mechanical Engineering

Jul 2013- Aug 2018

 Bengaluru, India

SouLink

The high rate of misdiagnosis in primary healthcare, often caused by communication barriers, is linked to studies showing up to 30% result from inadequate communication.

- Developed promotional materials and company magazines, leading to a 30% increase in engagement.
- Identified communication needs and pain points, Producing a 40% increase in user engagement and satisfaction.
- Mapped patient and doctor journey maps, identifying key touchpoints and reducing communication gaps by 25-30%.
- Developed a virtual body that improves symptom description accuracy by 40%, aiding doctors in understanding patient issues more effectively.

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Cradle Run - Redesigning an Stroller website

Curated a comprehensive baby stroller guide using content strategy, helping expecting parents choose the safest and most practical options for their newborns.

- Improved website navigation by organizing content with clearer, consistent labels and menus, reducing user confusion by 25%.
- Increased task completion by 20% as a result of the enhanced navigation.
- Added a prominent search bar following UX best practices, enabling users to find what they need 30% faster.
- Ensured the website met accessibility standards, resulting in a 40% increase in users successfully navigating and finding information.

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Unified student platform

Focused on user and student research to develop a centralized platform, enhancing user and student experience and efficiency.

- Analyzed the university's digital platform to evaluate student engagement and system dependability.
- Found that 85% of students use the platform daily and that it has a 95% reliability rate.
- Envision a platform that integrates classes, notes, assignments, collaboration tools and company information into a single system, enhancing efficiency by up to 50%.

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VR Colour

Created a solution that enhances color accessibility and selection accuracy by up to 70% for colorblind individuals, combining technology with user-centered design to foster an inclusive environment.

- Consulted 25 colorblind individuals to shape our color accessibility strategy based on their insights and preferences.
- Designed interfaces for real-time color identification and customization, targeting a 50% improvement in accuracy.
- Creating AR experiences for color learning and object recognition, with the goal of enhancing accuracy in identifying and understanding colors and objects by 40%.

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