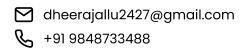
Allu Dheeraj Kumar Reddy

UI/UX Designer



Hi! I'm a Product designer, focused on creating meaningful experiences through my design. I design with passion and empathy.

Experience

UI/UX Designer

Helson Software Solutions Pvt. Ltd. March 2021 - Present

Roles and responsibilities

- Working with the principle of 'User first'.
- Work in the user-centered design system, framework and design thinking
- Focusing on equity-focused design, accessibility by sprint briefs.
- Conducted consumer field research, in-depth interviews, and ethnographic research to uncover the needs of product development
- Ensuring all UX Research activities are executed at high-quality levels, manage team initiatives, set project priorities, manage scoping
- Creating design discovery such as user journey maps, site map, flow diagram, prototypes and storyboards to help communicate the design approach and gain alignment.
- Design a saleable application with visual design, wireframe, and mockups design for client review.
- Gathering input from users and partners and using extensive design thinking to shape project requirements and scope.
- Revise and update designs and documentation based on continuing user testing and customer feedback.
- Continuously discover, evaluate, and implement new technologies to maximise development efficiency by performing usability tests.

Education

Nova Academy of Rural Education & Research

Bsc 2014 -2017

SRI CHAITANYA EDUCATIONAL INSTITUTIONS

10+2 2012 -2014

ARAVINDA HIGH SCHOOL

SSC 2012

Portfolio link

Skills

User flow

Agile & scrum

www.alludheeraj.art

Interaction Design Design audit Prototyping Visual presentation Wireframing low to high fedility

User empathy	Usability testing

UX Design

Interview

Information Architecture

Decian evetem	Heuristic Evaluation

Visual communication

Personas	Data Visualization	UI

User research	Design thinking

Interaction Design	A/B Testing

Lean UX

Mockups	User Acceptance testing

Tools

Figma	Adobe XD	Sketch
Adobe photoshop		After effects
Zeplin	Craft	Invision
Blender	Cinema 4D	Illustrator
Web flow	Confluence	Maze
Miro	Jira	Unreal
JS	HTML	Css
Adobe animate Adobe dimension		