Allu Dheeraj Kumar Reddy
UI/UX Designer

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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

www.alludheeraj.art

Skills

Interaction Design   Design audit
Prototyping   Visual presentation
Wireframing   low to high fedility
Information Architecture   UX Design
User empathy   Usability testing
User flow   Visual communication
Design system   Heuristic Evaluation
Personas   Data Visualization   UI
User research   Design thinking
Agile & scrum   Lean UX   Interview
Interaction Design   A/B Testing
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