

CHINMAYI REDDY | UI/UX DESIGNER

Seattle, WA | (206) 636 6538 | chinmayi.reddy09@gmail.com | [LinkedIn](#) | [Portfolio](#)

PROFILE

A tech professional with 4.5 years of experience in early and mid-stage startups. Expected to graduate with a Master's in User Experience from Arizona State University in Dec 2023. Proficient in creating impactful user experiences through elevated brand identities, web/mobile designs, and compelling graphics. Up to date with recent AI tools/advancements in the UX Design industry such as Relume and Figma AI Plugins. Looking to bring a fresh academic perspective to a fast-paced, dynamic, and collaborative environment. Actively pursuing UI/UX Designer and UX Researcher roles.

EXPERIENCE

UX Designer | Celestial Systems

(Jul 2019 - Oct 2021)

- Led the design of a senior-friendly app, prioritizing accessibility and achieving full compliance with ADA/WCAG standards, ensuring seamless digital experiences for users aged 60 and above.
- Increased the company website traffic by 50% YOY by revamping logos, web design, and marketing content.
- Engineered a 35% boost in the company's social media followership by implementing a consistent and engaging content strategy, including the creation of social media posts, graphics, newsletters, and compelling videos.
- Orchestrated in-depth user research to inform the design of over 7 diverse projects, constructed user personas and detailed metric-driven dashboards that enhanced project efficacy and user satisfaction.
- Managed the user-centric digital workflow and oversaw rapid prototyping and user testing sprints.

UI/UX Designer | DesignString

(Aug 2018 - Jul 2019)

- Collaborated closely with clients to elevate the visual aesthetics of a communication web app, which encompassed enhancements to layouts, typography, and color schemes that enriched the user experience.
- Utilized a design thinking approach to ideate, sketch, and create wireframes and prototypes for a cab service app.
- Produced captivating brochures, graphics, banners, videos, invitations, and illustrations, leading to a 40% increase in the company's marketing conversion rates.
- Partnered with stakeholders and product managers, analyzed customer feedback, and delivered solutions to enhance existing products.

iOS Developer | DesignString

(Jul 2017 - Jul 2018)

- Collaborated closely with product managers, senior developers, and designers to deliver front-end applications.
- Used iOS UIKit and frameworks with API integration to create user interface screens.

Web Developer Intern | DesignString

(Jan 2017 - Apr 2017)

- Created front-end web applications using HTML/CSS.
- Designed seamless end-to-end user experiences by creating site structure, pagination, and responsive layouts.

EDUCATION

MS User Experience

Arizona State University, Tempe, AZ.

(Aug 2022 - Dec 2023)

Projects: The [Portfolio](#) provides in-depth information on various projects.

BE Information Science

New Horizon College of Engineering, Bangalore, India

(Aug 2013 - Jun 2017)

Publications: A Technical Review on Background Subtraction & Object Tracking on Detection of Objects [[PDF](#)]

SKILLS

Tools: Figma, Adobe XD, Sketch, Photoshop, Illustrator, Adobe Creative Cloud, Invision, Framer, Miro, Principle, Zeplin, Final Cut Pro, Optimal Workshop, Survey Monkey, Balsamiq, Relume

Skills: UI/UX Design, User Research, Usability Testing, Heuristic Evaluation, Visual Design, Interaction Design, Wireframes, Storyboarding, Prototyping, Web/Mobile Design, Illustrations, Digital Design, Graphic Design, Card Sorting, Agile Methodologies, A/B testing, Data Analysis, HTML/CSS, Swift iOS

Certifications: [Coursera](#) - Google UX Design Professional Certificate, [Udemy](#) - UX & Web Design Master Course, Strategy, Design & Development

SMALL BUSINESS OWNER

Founder of [MintMellow](#). I create and sell handmade Mandala Lippan art paintings both online and at art markets. I've successfully marketed and sold more than 30 unique wall-hanging pieces.