**Aditya Akkapeddi**

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Summary:

Experienced design professional, creative thinker, and strategist with **9+ years** of managing complete design processes from conception to completion. Corporate industry creating roadmaps, conducting usability tests, turning them into actionable and impactful reports that help make user-centric decisions, conducting user research, in-depth interviews, and qualitative research to convert data to Wireframes, and prototypes. Created delightful interfaces while collaborating with designers, developers, & stakeholders in a cross-functional work setting. I believe in creating engagement for the users with my solutions. I even believe sensitivity helps me in thinking from my user’s point of view to understand their needs, wants, and designers.

SKILLS:

**Research/Design :** Wireframing, Prototyping, Information Architecture, User Interviews, User Research, Public Speaking, Analytics Review, User Surveys, Card Sorting, Usability Testing.

**Tools :** Figma, Sketch, Illustrator MS Office, Adobe Photoshop & XD, Invision

**LICENSES & CERTIFICATIONS:**

* UX Design Bootcamp | CareerFoundry June 2024
* Google UX Design Certificate | Couresera September 2022
* CSPO (Certified Scrum Product Owner) | Scrum Alliance April 2023

**EDUCATION:**

* Bachelor’s in Music Vocal Performance | Middlesex University, UK September 2013
* User Experience Design Boot Camp | Career Foundry-May 2024

WORK EXPERIENCE:

**Equifax | Plano Texas Sept 2022- Present**

**UX/Product Designer**

* Partner with business partners and end users on a slew of applications to understand  
  Requirements, research, and evaluate usability needs.
* Create UX and information lifecycle for user experience across different applications, platforms  
  and form factors
* Advocate the customers’ points of view in discussions of new product features & overall product strategy.
* Create standards for UI/UX, including usability best practices, styles, components, etc.
* Understand and create information architecture & amp flow.
* Develop and provide interactive design.
* Develop innovative design concepts for compass applications.
* Evaluate technology by building a proof of technology with usability and performance in mind and define standards for the UI stack.
* Developing and documenting processes for Magento e-commerce Websites on Confluence and JIRA
* Partner with project/scrum teams to present the proof of technology and help them with the implementation. Workflows
* Work with product owners to improve existing features, develop new feature sets & improve the overall User Experience of existing products.
* Develop workflow and development of self-service shopping cart using Alteryx Big data predictive analytics/AI and machine learning modules for government and private demographic reporting
* Used Google Analytics to build SEO strategies for the official website
* Collaborate with peer architects, contribute to peer reviews, and educate the team on learnings from proof of technology.
* Analyze the behaviors and patterns of users to improve overall functionality.
* Understanding how the end user will interact with the platform and developing the structure and flow to make that possible.
* Develop wireframes, and prototypes and perform user research and testing.

**Tools:**, Adobe XD, Figma, Microsoft PowerPoint, Invision, & Miro

**Lil’ Big Ones | South Plainfield, NJ Oct 2020 – August 2022**

**Product Designer**

* Researched the demographic group and redesigned the website for responsive, clear content, simple navigation, and aesthetic design.
* Prepared interviews and questionnaires for the target user groups to upscale the website navigation.
* Led the design vision, designed new features, and overhauled the visual design for the website and marketing.
* Create interactive prototypes using Invision.
* Make sure the web apps/sites responsive to all digital devices meet in accessibility following WCAG 2.0 Guideline and ADA technical standers.
* Developed dynamic interfaces with Visual design using Figma and other prototyping tools that work across multiple browser types and also play nicely with mobile devices
* Intensively researched the details of mobile website design development.
* Conceptualized, designed, developed, and launched a cross-platform responsive website based on users’ needs and client requirements.
* Design user interfaces for websites with Sketch.
* Developed Mockups and Personas Mobile and web Applications using the Adobe XD, Figma.
* Evaluated user requirements, and designed intuitive navigation, information architect, wireframes, mockups, and prototypes while redesigning the company’s website using a mobile-first approach.
* UI/UX Design for Responsive Web Apps and Mobile (iOS / Android).
* Generate design guidelines and specs for dev team using Sketch and Invision.
* Designed and developed promotional materials and sales collateral to support marketing initiatives, aimed at the acquisition of new clients for both summer and regular childcare programs.
* Project deliverables include brochures, flyers, postcards, banners, posters, and presentations for media outreach.

**Tools:** Sketch, Photoshop, Figma, Microsoft PowerPoint, & Miro

**Sukhadia Foods | South Plainfield, NJ Oct 2019–Sep 2020**

**UX/Product Designer**

* Designed a homepage that consists of shop online CTA, rewards, gift services and online support.
* Designed a seamless checkout experience.
* Collaborated with stakeholders and product managers to identify product requirements.
* Performed competitive analysis to understand the sweet manufacturers and retailers.
* Increase website engagement by 23%.
* Create interactive prototypes using Invision.
* Developed dynamic interfaces with Visual design using Figma and other prototyping tools that work across multiple browser types and also play nicely with mobile devices
* Working with marketing to produce retail POP displays, holiday POPs, internal signage, window clings, weekly and monthly specials, and retail disc wrap inserts and backer cards.
* Created personas, user flows and prototypes to effectively communicate design concepts for a website redesign.
* Worked closely with Product Managers to improve User Experience while also driving Confidential ’s corporate values Designed Confidential ’s “ Confidential ” site
* Worked collaboratively with Product owners to provide new & updated features for Confidential ’s Confidential & Confidential products
* Working remotely with developers, project managers, and Confidential’s CEO, my role was to develop a mobile product for connecting traveling business people.
* Implemented User Research of existing product features
* Specs and Assets generation for mobile apps (Android and iOS).
* Worked directly within the graphics department in digitally enhancing images, illustration and vector artwork for designing numerous different digital wall murals for well-known international and US businesses across major industries like Hospitality, Sports and Food Service.
* Generate design guidelines and specs for dev team using Sketch and Invision
* Create user task flows, wireframes and layouts using Adobe Illustrator and Sketch.
* Design user interfaces for mobile applications and websites using Sketch.
* Work on multiple projects with various levels of UX engagement, timelines, and expectations. Expert on Adobe Creative Suite.

**Tools:** Adobe XD, Angular, Mural, Photoshop, & Microsoft Powerpoint

**Kids Club | PLEASANTON, NJ Nov 2017 – Sep 2019**

**Product/Visual Designer**

* Conducted user research and testing independently to provide strategic insights to improve functionality and user experience.
* Present and defend designs and key milestone deliverables to peers and executive-level stakeholders.
* Successfully wireframed, designed, and prototyped mobile application for organization’s donor’s management that lead to delightful, emotionally engaging, and intuitive user experience.
* Build UX Design, Axure, Photoshop, prototype, style guides, figma, atomic.
* Conceptualize, design, and develop assets for a wide range of media including advertisements, tradeshow banners, signage, posters, brochures, booklets, newsletters, presentations, and videos while maintaining branding guidelines.
* Represented customers viewpoint in discussions of new product features & overall product strategy
* Specifically I worked heavily in Axure to create detailed wireframes and interactive prototypes from an existing mobile product for an updated, responsive web and native iPad app.
* Collaborate with stakeholders on various design projects to serve the needs of the donors and the business while maintaining and establishing brand standards.

**Tools:** Adobe XD, Figma, Angular, Miro, & Microsoft PowerPoint

**Casio America Inc | Drover, NJ Aug 2014 – Oct 2017**

**Customer service Representative**

* At Casio, the Japanese multinational electronics manufacturing corporation, I was a UX Researcher for projects involving improving user experience in watches and electronic musical instruments.
* Contracted to provide insight, graphics, research, product development, usability reviews, etc. for various startups, small businesses, and corporations.
* Usability Testing, Competitive Analysis, and User Surveys were used to validate design decisions.
* Conducted user research, qualitative research, and in-depth user interviews using tools like survey monkey, Typeform, google form, etc.
* One of our goals was to enhance the sales of electronic musical instruments to bring the best user experience
* I decided to do a competitive analysis on the keyboards: Casio & Yamaha.
* Casio wanted to conduct user surveys to get some ideas on how we can enhance the best user experience with the Casio Keyboards.

HOBBIES:

* Music Performance, Western Vocal teaching to underprivileged children. Music therapy for special needs