

Nilesh Reddy

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A creative, design-oriented problem solver with **8+** years of experience solving user interface issues in Government, Banking, telecom, and construction industries; delivering simple, highly usable & accessible online user experiences. Expert in design thinking, team and stakeholder management, product design and user experience.

CORE RESPONSIBILITIES

- **Qualitative User Research:** conducted contextual interviews, design workshops, facilitated focus group sessions and participatory design sessions with stakeholders and end users.
- **Responsible** for visual design, information architecture, interface design, usability research, content, and localization of enterprise web applications.
- Draft User Experience **Journey Maps**, Personas, **Scenarios**, **Taxonomy**, **Information Architecture**, **site maps**, **style guides** etc.
- **Prototypes development:** low and high-fidelity wireframes while converting legacy applications to modern responsive designs. Strong working background with prototyping tools such as Axure RP, InVision, Figma and Adobe XD.
- Analyze user needs and derive business process and document **user requirements** for the applications design.
- Conduct **usability testing** and deliver **test reports** to achieve a higher usability score.
- **Redesign legacy applications:** Redesigned legacy applications for the International Finance Corporation, Hughes Network Systems and a project in United States Patent and Trademark Office (USPTO).
- Develop **sec. 508** compliant software, high fidelity prototypes using XHTML, CSS, Media Queries, JavaScript, JavaScript libraries.
- **Documentation:** Ability to write clear, well-documented, well-commented and efficient business and user reports.

ACHIEVEMENTS

- Applications scored an average of 85% on System Usability Scale (SUS).
- Suggested and implemented designs Self Ordering application for desktop viewports in Hughes Network Systems to reduce the call traffic to customer service agents.
- Improved the data entry process for Time recording process for all the IFC employees.

SKILLS

UX Techniques	Design Brainstorming, UX Strategy, Focus Group Interviews, Contextual Interviews, Design Workshops, Heuristic analysis, Task Analysis, Participatory Design sessions, Journey Maps, Eco System Map, Card Sorting, Usability Reports, User interaction annotations, Google Material Design,
Designing Tools	Axure RP, Figma, Balsamiq, InVision, Adobe XD, Adobe Creative Suite
Usability Testing	Morae, A/B Testing, Google Analytics, Userlytics
UI Development	Bootstrap 5, Responsive Grid, MaterializeCSS, HTML5, CSS3, LESS, JavaScript, Angular, Visual Studio, Visio, Eclipse, Bitbucket
Section 508	AccVerify, AccRepair, JAWS, NVDA Screen Reader, Cynthia validator, Wave
Testing Tools	ALM, Salesforce BME, JIRA, Confluence
Knowledge	WordPress, Shopify, ServiceNow
Deliverables	UX presentations, Proposals, Usability Reports, Storyboards, Journey Maps, Style Guides, Sitemaps, Process Flows, User Interaction annotations for Developers and Testing teams

PROFESSIONAL EXPERIENCE

UX Architect

Hughes Network Systems

Projects: Self Ordering Request System

Accomplishments:

- Planned and designed the browser-based application with business support teams and other subject matter experts.
- Conducted regular **contextual interviews** with the stakeholders and end users to design this new self-ordering application.
- Designed role base interface for the various actors involved with the application.
- Created **information workflows, application color scheme, icons, and interactive wireframes** with annotations for the application.
- Documented user requirements, design recommendations and compiled various materials for all the teams involved.
- Facilitated user design testing workshops to achieve a higher usability score.
- Worked closely with dev teams by updating the user stories, regularly conducting scrum sessions, and ensuring the quality of project using agile process.
- Developed **process workflows and instructional materials** to train customers and new members within the team.

Technologies Used: UX Research, Information Architecture, Figma, Adobe XD, Visio, JIRA, Confluence, Visual Studio, HTML5, CSS3, Bootstrap, Angular 6+, Salesforce, and Service Cloud

UX Designer

USPTO

Projects: Patent Trial and Appeal Case Tracking System

Accomplishments:

- Worked with product owners and lead product owners to plan UX deliverables for future release.
- Delivered **high fidelity wireframes** for the use of development teams. Developed interactive prototypes and used them in usability testing.
- Analyzed test results from **usability testing** and delivered test reports to the product team.
- Conducted **heuristic analysis** on the application and provided feedback to the product and UX teams.
- Conduct regular **reviews of the product** in lower environments to confirm the developed version meets **sec. 508 & sec. 280** guidelines and is in accordance with the USPTO Enterprise Pattern Library.
- Timely delivered all the designs at least 2-3 sprints ahead of the development effort.

Technologies Used: Axure RP 10, Morae, A/B usability testing, Visual Studio, HTML5, CSS3, Bootstrap, JavaScript, Angular 6+ and Jira.

UX Designer/UI Developer

Hughes Network Systems

Projects: Enterprise Customer Portal, Installer Verification Tool, and OASIS (Mobile Applications)

Accomplishments:

- Ideation, planning, prototyping with customers support teams and other subject matter experts to understand new functional and UI requirements for the application.
- Improvised the **Information architecture** and road map for the web application. Created **Journey Maps** for the new module in the application.
- **Designed icons and various dashboards** to accommodate requirements of varied groups of users.
- Designed and delivered high fidelity wireframes for desktop and mobile views (limited modules) for the entire application.
- Provided design and functional solutions for various modules which helps in easy understanding of the applications.
- **Lead training sessions** to teach Customer Service Associates; audit processes to ensure compliance with stated goals.
- Created 50+ individual research products for client consumption including benchmarking reports, case studies, white papers, online webinars, online blog entries, and Excel-based tools to surpass annual website consumption goals for two years in a row.

Technologies Used: UX Research, Information Architecture, Axure RP 8, Axure RP 9, JIRA, Confluence, Visio, HTML5, CSS3, Bootstrap, Salesforce BME

UI / UX Designer

Jan'17 – Jan'19

International Finance Corporation – Washington DC

Projects: Business Event Manager (Desktop Application), Time Recording System (Desktop Application), Program Summary (Mobile Application), Rate Setting System (Mobile and Desktop app)

Accomplishments:

- Facilitated Customer discovery sessions.
- Designed wireframes and prototypes for various modules in the BEM and TRS system.
- **Developed** style guides, annotations, and other user experience documents for various applications.
- **Advocated** for the users in application design decisions and advice product managers on best UX practices.
- Worked with my team to identify opportunities to improve the UX and overall design of our projects and helped identify designs, strategies, and solutions to accomplish those goals.
- Created and implemented mobile first UI Design, from idea to design/layout and coding, while conceptualizing possible usability and **508 accessibility** concerns
- Provided heuristic and cognitive analysis of designs and clickable prototypes.
- **Managed working sessions** with the users and subject matter experts and helped create usability test plans for those sessions.
- Developed prototypes using prototyping tools (Axure Rp) and developed UI layout.

Technologies Used: Axure RP, Visio, Morae, Adobe Photoshop, Visual Studio, HTML5, CSS3, Bootstrap, JavaScript, Angular 2, Angular 4 and ALM

Freelance User Experience Consultant

Jul'18 – Aug'19

Parrunner

Boston, MA

Projects: Parrunner website and Apps for consumer and drivers

Accomplishments:

- **Led design efforts** for the company's e-Interface aiming better user experience for customers staying using the desktop and mobile versions of the application.
- Delivered solutions based on feedback from user focus sessions, interviews, participatory design sessions.
- **Working with engineer teams**, created **information architecture** for ordering system of the mobile application.
- Reviewed feedback about the UI related issues, developed webpages to fix these issues with **HTML5, CSS JavaScript and Angular**

Technologies Used: Axure RP8, HTML5, CSS3, Bootstrap, JavaScript, Angular 5+, jQuery, Photoshop, and Git.

Web Designer

May'16 – Jan'17

Indivision Inc.

San Diego, CA

Projects: DSL customers – Kenderbag E-Commerce Website, Charlie Ride Share Mobile Application, Disney Movie Club Website

Accomplishments:

- Collaborated in a team of 3 to collect and organize data on various projects and applications.
- Designed Real Time Dashboard for the top management.
- Developed the UI layout and front-end programming (HTML) for various web applications. Involved in design discussions and user experience sessions.
- Implemented a **Twitter Bootstrap** front-end interface to give customers the best experience regardless of which device they used.
- **Coordinated project activities** and ensured that all project phases are followed and documented properly.

Technologies Used: HTML, CSS3, Twitter Bootstrap, JavaScript, jQuery, Photoshop, and Tortoise SVN.

Assistant Web Developer

Dec'14 – May'16

San Diego State University

San Diego, CA

Responsibilities:

- Worked closely with system analyst to understand the technical requirements of the projects.

- Designed the style sheets using bootstrap and CSS and developed the UI layout and front-end layouts (HTML) for web application.
- Coordinated project activities and ensured that all project phases are followed and documented properly.
- Majorly Involved in design discussions and user experience session. Written code for JavaScript and jQuery interactions.

Technologies Used: HTML, Bootstrap, CSS, JavaScript, and jQuery.

Assistant Web Developer

Dec'13 – Mar' 14

ITS Technologies

Hyderabad, India

Responsibilities:

- Worked closely with system analyst to understand the technical requirements of the projects.
- Designed and developed various modules for the application for larger viewports.
- Involved in writing the properties, methods in the class Modules and consumed web services.
- Involved in designing and developing the GUI for the user interface with various controls.
- Worked with the team of architects and back-end developers to gather requirements and enhance the application functionality and add new features.