

Vivekananda Reddy S

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Summary

User Experience Designer with 4.5+ years of experience designing user-centred digital products. Skilled in user research, usability testing, information architecture, wireframing, and prototyping, with a strong focus on design systems, accessibility, and scalable solutions.

Technical Skills

- **UX Design:** User Research, Usability Testing, Interaction Design, Wireframing, Prototyping, Information Architecture, User Flows, Accessibility, Design Systems
- **Tools:** Figma, Framer, Adobe XD, Photoshop, Illustrator, Miro, Wix
- **Development:** HTML, CSS (Basic), VS Code, GitHub Copilot
- **Methods:** Agile, Lean UX, Data-Driven Design, User Testing

Experience

WiseTech Global - User Experience Designer **Apr 2025 - Present**

- Revamped a legacy design system into a scalable structure, reducing UI inconsistencies by 27%
- Developed reusable components to improve consistency and reduce design and development effort by 24%
- Partnered with product managers and developers to deliver user-centred, production-ready solutions
- Optimised design handoff processes, reducing rework and increasing implementation efficiency by 19%
- Crafted interactive prototypes in Figma to validate concepts and align stakeholders
- Explored design-to-code workflows using Figma MCP and AI tools to accelerate UI iteration

IVY Comp Tech - User Experience Designer **Aug 2022 - Sept 2023**

- Refined dashboards and search experience to enhance usability and streamline workflows
- Executed user research, usability testing, and heuristic evaluation to identify usability gaps
- Synthesised research findings using qualitative analysis to drive design decisions
- Mapped user journeys to understand behaviour and improve key touchpoints
- Established and maintained a design system to ensure UI consistency across products
- Collaborated with product managers and developers to deliver scalable, user-centred solutions

LKQ Corp Pvt. Ltd - Associate Graphic Designer **Feb 2020 - Apr 2022**

- Produced prototypes and visual assets, contributing to a 28% increase in user engagement
- Enhanced internal tools and dashboards, reducing task completion time by 23%
- Streamlined design workflows and stakeholder collaboration to improve efficiency
- Created labels and stickers for automotive products

Education

Master's in User Experience Design (8.6 GPA) **Sep 2023 - Jul 2024**
Barcelona Technology School | Barcelona, Spain

Bachelor's in Mechanical Engineering **Jul 2013 - Aug 2018**
Bangalore Institute of Technology - Bengaluru, India