Keerthana Reddy
Senior UX Designer

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EXPERIENCE

07-2019 to present
'Sr. UX Designer' - West Pharmaceuticals, Bangalore

12-2018 to 06 - 2019
Freelance 'UI/UX Designer' - Idealise, Bangalore

10-2017 to 04-2018
'Graphic Designer' - The/Nudge Foundation, Bangalore.

05-2017 to 07-2017
'Digital and social media communication & marketing strategist' intern.
In the Box' - Milan, Italy

03-2015 to 06-2016
'Freelance Graphic Designer'

01-2013 to 02-2015
'Graphic Designer' - Ten Motion Arts, Bangalore.

2009 to 2016
'Painting artist' - Artworks were sold in physical and online galleries.

EDUCATION

Mar 2018 - JULY 2018
UI/UX Design - DESIGNBOAT UI/UX STUDIO, Bangalore

Skills studied:
User research, experience mapping, wireframing, interface design and prototyping

Sep 2016 - July 2017
Master in Visual Brand Design - Domus Academy, Milano, Italy

Workshops:
1. Product Strategy in Collaboration with L'uomo Vogue, Italia
2. Identity Design in collaboration with Fondazione Achille Castiliogni,Italia
3. Retail & Visual Merchandising in collaboration with K-Way, Italia
4. Experience Design in collaboration with Italian Hospitality Collection, Italia

Jan 2012 - July 2012
Graphic & Web Design - Lakshyaa Infotech, Bangalore, India

Skills studied:
Adobe: Photoshop, Illustrator, Indesign, Flash, Dreamweaver
Others: HTML

Bachelor of Commerce - Sri Bhagavan Mahaveer Jain College, Bangalore, India

SPECIALITIES

- Branding & Layout
- User Research
- Concept Development
- Conducting interviews
- Conducting usability studies
- User / Site / Empathy Mapping
- Strategic Thinking
- Mentorship
- Problem Solving
- Solution based execution
- Critical Thinking
- Color theory
- Product Design
- Accounting for Accessibility
- User Centric Experience Design
- Design Systems
- Prototyping
- Usability Testing
- Wireframing
- Information Architecture
- Ecommerce
- Healthcare
- Interdisciplinary Devices
- Empathy
- Collaboration
- Heuristic Evaluation

CURRENT RESPONSIBILITIES

- Create highly interactive delightful and user - centered experiences for our core product.
- Deliver products that span all phases from concept to production on crossfunctional devices and platforms.
- Present design concepts to the executive team and understand business needs to achieve excellent results.
- Contribute to help execute the product vision and brand strategy.
- Participate in multidisciplinary team brainstorms, discussions.
- Collaborate with product managers, business team, stakeholders, engineers & designers to define and deliver a consistent visual design language.
- Be responsible for oversight and execution of design deliverables.
- Mentor junior team members, conduct interactive sessions.

TECHNICAL SKILLS

Skill	Level	Skill	Level
Photoshop	●●●●○	Figma	●●●●○
Ilustrator	●●●●○	HTML & CSS	●●●●○
XD	●●●●○	Premiere Pro	●●●○○

AWARDS

By Your Side Award
Category : Teamwork

2023 William S. West Excellence Award
Category : Teamwork