

# CHAITHRA R REDDY

Crafting digital experiences that blend creativity with strategic vision to drive impactful results. With a penchant for innovation and a commitment to user-centric design, I lead with empathy and expertise.

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## ACHEIVEMENTS

### DNA PARIS DESIGN AWARDS 2020

Studio: Lollypop Design Studio

Client: Run Adam

Category: Winner in UX Design/Graphic Design

## EDUCATION

### PG IN INTERACTION DESIGN, 2017

National Institute of Creative Communication, Bangalore

### BACHELOR IN VISUAL COMMUNICATION, 2014

St. Joseph's College, Bangalore

## DESIGN SKILLS

UX DESIGN

UI DESIGN

USER RESEARCH

DESIGN THINKING

UX STRATEGY

USER FLOWS

VISUAL DESIGN

INFORMATION ARCHITECTURE

## SOFTWARES



## WORK EXPERIENCE

### UI/UX Mentor, Designerrs

July 2024 - Present

- Teach batches of 8-10 students on basics of UI/UX and consult on their portfolio and projects
- In the 1st batch 75% of the class successfully completed the course with an average score of 3.5/5

### Design Lead Insured, Renegade Insurance

Oct 2020 - Feb 2024

Spearheaded the design of B2M platform, mentored junior designers, while introducing certain UX processes within pod

- CRM campaign feature brings in 60% of the organic leads and reduces sales pitch by 2 weeks (on an avg)
- Insured app reduced the TAT for addressing queries from clients by 40% in the first release and has been consistent
- Initiated the creation of the Design System and published its first version.

### UX Designer, Lollypop Design Studio

September 2018 - Nov 2019

IC role wherein I participated actively in UX research and User testing along with handling all UX tasks for the projects

- Worked on revamp of RunAdam application, specially new features like crowdfunding which enabled 20 athletes (in it's first release) to raise funds.
- Complete re-design of NJ group's Mutual Fund application keeping it's user behavior intact while introduced personalized features, and making onboarding, risk profiling, payments online

### UX Designer, Pink Lemonade

June 2017 - June 2018

Was the founding designer for the UX team at the agency and was responsible for introducing process and project scope

- Worked on multiple short-term projects in Travel, SaaS, EdTech
- Some notable clients were Infosys, IEEE, TourGenie, and Airbus

Dive into the details!