

KALAKOTA NIKHITHA REDDY

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EDUCATION

Masters in User Experience Research
Arizona State University, Tempe, AZ, USA.

December 2023
3.9 GPA

Bachelor of Technology in Computer Science
KL University, Guntur, India.

April 2021
3.3 GPA

EXPERIENCE

UXE User Testing Lead
Stellantis

October 2024- Present
USA

- Leading mixed-method research, overseeing large-scale studies, and tackling complex UX challenges across areas including ADAS, and HUD
- Conduct comprehensive **user testing** to support vehicle development activities related to **HMI (Human-Machine Interface)** and ergonomics, ensuring solutions meet critical customer expectations.
- Performed large-scale usability testing of HMI (Human-Machine Interfaces) using driver simulation, addressing critical user pain points.
- Collaborate with HMI engineers, product managers, and software teams to define and refine interaction flows, wireframes, and design hierarchies for ADAS and HUD systems.
- Developed **moderation guides** and **survey questionnaires** for research methods such as usability, heuristic evaluations, and card sorting.
- Developed comprehensive reports to document **accessibility findings** and provide actionable recommendations to stakeholders.
- Designed and executed **research studies on driver interaction with accessibility features**, producing detailed reports to inform product development decisions.
- Analyze testing and survey data using statistical techniques to inform design decisions and improve automotive product development.
- Ensure all user tests incorporate human physical and cognitive considerations and adhere to user-centric research standards.
- Collaborate with global teams to harmonize automotive testing methodologies, documentation, and results.

User Experience Designer
Avalanche Technologies

January 2024- October 2024
USA

- Creating and managing the **Design Systems** for the internal teams to increase the productivity of design workflows.
- Built and tested interactive prototypes using **Figma** to validate user flows and ensure accessibility compliance with **WCAG standards**.
- Built and tested interactive prototypes to validate **digital accessibility** compliance, utilizing tools like **WAVE**, and **Accessibility Inspector**.
- Conducted accessibility testing using screen readers (**NVDA**) and mobile devices to ensure adherence to **WCAG guidelines**.
- Developed responsive web interfaces using **HTML, CSS, and JavaScript**, ensuring cross-device and cross-browser compatibility.
- Conducted **user research** sessions using **Miro** to gather insights and synthesize findings into actionable personas. Collaborated with cross-functional teams to create and refine personas, ensuring alignment with user needs and project objectives.
- Utilize **screen readers (JAWS, NVDA)** and assistive technologies to **ensure accessibility** across interfaces.
- Developed the **W3C's Web Accessibility Initiative** to make web content more accessible to people with disabilities.
- Conducted user research including **ethnographic studies, interviews, surveys, and usability testing** to uncover user behaviors, motivations, and pain points.
- Collaborating closely with cross-functional teams to transform Web application goals into intuitive, user-friendly design solutions.

UI/UX Designer
BestBuy

January 2023 - July 2023
USA

- Designed graphics for the website, developed **single-page applications**, proficient in crafting wireframes and prototypes for web, mobile, and touch devices using Figma
- Developed product, repair, and service pages, where users can raise a ticket for repairs through the website to **optimize the user experience and system functionality by 25%**.
- Collaborated with cross-functional teams, including data analysts and developers, to gather requirements, brainstorm ideas, and refine design solutions that meet user and business needs.
- Used tools such as **Sketch, Figma, or Adobe XD**, applying **HCI best practices** to translate design concepts into tangible prototypes.
- Conducted comprehensive **WCAG** audits on websites and applications, identifying and addressing accessibility issues to improve user experience for all.
- Identified areas for improvement, such as more structured feedback and additional training opportunities, to enhance the internship experience. Incorporated critiques and feedback for product improvement, increased reach by 30%.
- Designed and developed ADA-compliant web interfaces to ensure digital accessibility for all users.**
- Translated research findings into **persona development, customer journey maps**, and other frameworks to build empathy and align design decisions with user goals.

UI/UX Designer
San Ridge Pvt Ltd

June 2020 – December 2021
India

- Created **UI Design** for a social media app. Conducted research by interviewing users, external customers, and stakeholders.

- Assisted in the design and evaluation of four human work systems, using human factors engineering and ergonomic principles which contributed to a 25% improvement in usability, a 15% enhancement in quality, and a 20% boost in performance.
- Optimized **Power BI** reports for performance by refining data models, reducing load times, and ensuring smooth user experience even with large datasets.
- Collaborated with design, development, and product teams to gather input and feedback, fostering a shared understanding and ownership of the design system.
- Generated and iterated on **wireframes, high-fidelity mock-ups, and usability prototypes**, and assisted in creating information architectures.

Web Development Intern: Arete IT Services

December 2019 – May 2020
India

- Designed and implemented web components across new and existing designs.
- Designed and developed a user-friendly interface by using **JavaScript, HTML, CSS, jQuery, and Bootstrap**.
- Conducted thorough testing and quality assurance across various stages of the development lifecycle to identify and resolve issues promptly.
- Collaborated with a team of senior designers and developers, I've efficiently managed and executed 3 UI/UX projects simultaneously in high-paced environments, meeting deadlines with minimal supervision.
- Used JavaScript to complete data validations.
- Designed and developed internet web applications with JavaScript and CSS.

TECHNICAL SKILLS

UI Design, UX Research, Logo Design, heuristic evaluation, Usability testing, Prototyping, Wireframing, Mockups, MS Office, MS Word, MS Excel, and PPT.

Programming Languages: HTML, CSS, C, Java, Spring Boot.

Tools: Figma, Adobe Xd, Illustrator, Photoshop, Miro, Power Bi Sketch, Trello, Jira, Invision.

GRADUATE-LEVEL PROJECTS

Health Track

August 2023- December 2023

- Designed a **health data management platform** tailored to older adults, ensuring compliance with **WCAG 2.1 standards** for improved readability and navigation.
- Conducted **usability testing** with participants using assistive technologies, identifying key pain points and implementing solutions for enhanced accessibility.
- Developed detailed personas and journey maps with a focus on accessibility needs, ensuring the platform addressed diverse user scenarios and use cases.

Product Re-design

January 2023 - March 2023

- Redesigned a to-go box for a class project, and assessed its uses, efficiency, and issues users face to create a prototype of a to-go box that satisfies user's needs.
- Conducted user surveys and research to know user needs. directed user testing on 5 users and improved the design by 50%. I devised an eco-friendly, leakproof to-go box with an innovative internal protective layer, resulting in a 70% reduction in reported leakage incidents during trials.

Website Re-design

August 2022 - December 2022

- For a class project, I restructured an e-commerce website's design. Based on a survey of 15 initial users, where 30% reported usability challenges, redesign led to a 60% improvement in overall user satisfaction.
- Conducted accessibility testing using screen readers and other assistive technologies to ensure compliance with WCAG.
- Revamped the user interface to improve usability for individuals with disabilities, leading to a **60% improvement in user satisfaction scores** in post-design testing.
- Integrated accessibility principles, including proper heading structures, descriptive alt text, color contrast improvements, and ARIA roles, to enhance inclusivity across the site.

CERTIFICATES

AWS Solutions Architect Specialization

User Experience Design Specialization

Full Stack Web Developer