

# Likith Reddy

Senior product designer

Portfolio: [www.likitreddy.in](http://www.likitreddy.in)

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Current location: Hyderabad, India

Right to work: I have the right to work in India

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## Work experience

### **Atlassian, India** • Senior Product Designer

July 2025 - Present

- Designed an AI-powered tooling that simplified how Support Engineers work, leading to a 2.2% increase in team efficiency.

### **Microsoft, India** • UX Designer 2

Feb 2021 - June 2025

- Led cross-functional collaboration efforts with stakeholders worldwide to design and launch a high-value data backup solution for OneDrive, Exchange, and SharePoint, while guiding and mentoring fellow designers. This lead to 7.8K customers with paid usage of ~10PB, Churn rate reduced by 10% in 2nd and 3rd month post onboarding.
- Created a UX framework and interaction patterns for product discovery and adoption, now implemented across various Microsoft admin centres.
- Conducted extensive user testing and iterative enhancements for solutions such as contract authoring in Microsoft Word and file annotations experience in OneDrive & SharePoint, leading to decrease in usability issues.

### **Honeywell, India** • Advanced UX Designer

Aug 2019 - Jan 2021

- Conducted in-depth interviews and workshops with oil and gas plant engineers to identify key pain points and opportunities within legacy tools, resulting in a comprehensive vision direction for product development.
- Designed and delivered an automated Oil and Gas assets setup experience, reducing setup time for the Asset management solution by 70% and enhancing asset connectivity efficiency.

### **Valuelabs, India** • Sr Interaction Designer

Feb 2019 -Aug 2019

- Collaboratively crafted a design system for a London commercial real estate firm's platform, streamlining experiences across various product offerings.
- Collaborated with other designers and UX engineers globally to ensure comprehensive design patterns, translated into high-quality code across all use cases.

## **Microsoft, India • UX Design Intern**

July 2018-Jan 2019

- Discovered ways to integrate Microsoft Cortana's NLP into the M365 ecosystem, designing a solution showcasing its benefits for children learning new languages through OneNote.

## **inkl. Design GmbH, Germany • Design Intern**

Oct 2017- Mar 2018

- Created a set of instructional illustrations for editorials of inkl. Design which are then used to showcase the work the company has been doing in the space of inclusive design.

## **White cloud brands, India • Graphic Designer**

Feb 2013 - Oct 2015

- Conceptualised and created campaigns for B2B and B2C clients and worked directly with select clients end-to-end on specific projects from gathering requirements to delivering and launching the campaign.
- Defined visual language for brands that accurately represents the bands' values by creating collateral such as logos, websites, brochures, newsletters, display units, etc.
- Collaborating with vendors - printers, film makers, web developers, etc. - creatively as well as administratively and mentoring junior designers and up-skilling them.

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## **Education**

### **Master of Design • Information Design**

National Institute of Design, Bangalore, India (Graduated year: 2019)

### **Exchange student • Communication Design**

Hochschule fÜr Technik und Wirtschaft, Berlin, Germany (Graduated year: 2018)

### **Bachelor of Engineering • Electrical and Electronics Engineering**

Mahatma Gandhi Institute of Technology, Hyderabad, India (Graduated year: 2012)

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## **Skills**

• Interaction design	• Branding	• Storytelling
• Visual design	• Editorial design	• Heuristic evaluation
• UX research	• Illustration	• Prototyping
• Design systems	• Motion graphics	• User centred design
• Designing for enterprises	• Data visualisation	methodologies

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## **Tools**

• Figma	• Photoshop	• Adobe XD
• Replit	• Illustrator	• Invision
• Cursor	• Aftereffects	• Marvel app
• Sketch	• Indesign	