Likith Reddy

Senior UX Designer

Portfolio: www.likithreddy.in

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Current location: Ipswich, United Kingdom

Right to work: Have the right to work in the UK and India

Work experience

8 years of experience in UX and 4 years of experience in graphic design

Microsoft, India • UX Designer 2

Feb 2021 - Present

- 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.
- Created a UX framework and interaction patterns for product discovery and adoption, now implemented across various Microsoft admin centers.
- 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

- Conceptualized 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.

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)

Skills

- Interaction design
- Visual design
- UX research
- Design systems
- Designing for enterprises

- Branding
- Editorial design
- Illustration
- Motion graphics
- Data visualization

- Storytelling
- Heuristic evaluation
- Prototyping
- User centered design methodologies

Tools

- Figma
- Sketch
- Adobe XD

- Invision
- Marvelapp
- Photoshop

- Illustrator
- Aftereffects
- Indesign