

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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ACHIEVEMENTS

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

Design Lead Insured, Renegade Insurance

Oct 2020 - Feb 2024

Worked on modular designs for Renegade CRM and beta version of the mobile app. Spearheaded the design of B2C modules, including the Insured app and lead generation feature. Initiated the creation of the Design System and published its first version.

- Led the collaboration between the business, engineering, and design teams for the Insured pod within the Product team.
- Mentored junior designers, fostering their growth and ensuring optimal design outcomes.

- Conducted design sprints to brainstorm and ideate user flows, task flows, and design blueprints, ranging from rough sketches to wireframes.

- Undertook consistent user testing after each sprint to gather feedback and create more user-centric design systems.

UX Designer, Lollypop Design Studio

September 2018 - Nov 2019

Was a part of design for Phase II of RunAdam application and complete revamp of NJ group's investor portals.

- Conducted client workshops to brainstorm and streamline business objectives for the project

- Defined and designed the user flows, blueprints and UI screens
- Actively participated in research and testing, deriving insights for accurate solutions.

- Defined design metrics to make objectives measurable and documented the design process for future enhancements/scope

UX Designer, Pink Lemonade

June 2017 - June 2018

- Established a streamlined UX process, collaborating with teams for efficient product delivery.

- Held client meetings to understand business needs and conducted research to understand user behaviour

- Developed wireframes, UI designs, and prototypes, coordinating with content and frontend teams for seamless development.

Dive into the details!