

HARSHITHA SWAROOP REDDYPOGU

UX/UI Designer

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PROFESSIONAL SUMMARY

Self-taught UX/UI Designer and Google UX Design Professional Certificate holder with hands-on experience designing end-to-end mobile and web applications. Skilled in user research, user-centred design, information architecture, journey mapping, wireframing, prototyping, usability testing, accessibility, and high-fidelity UI design using Figma. Developed three portfolio projects covering mental wellness, fashion e-commerce, and local bookstore platforms, demonstrating the complete UX process from research to interactive prototypes.

SKILLS

UX: User Research, User Interviews, Competitive Analysis, User Flows, Personas, Storyboarding, Information Architecture, Wireframing, Prototyping, Interaction Design, User-Centred Design

UI: Visual Design, Mobile App Design, Web Design, UI Components

Tools: Figma, Canva, Adobe Photoshop

Technical: HTML, CSS

SOFT SKILLS

- Communication
- Collaboration
- Problem Solving
- Presentation Skills

CERTIFICATION

Google UX Design Professional Certificate – Coursera

Completed comprehensive training in the end-to-end UX design process, including user research, problem definition, ideation, information architecture, wireframing, prototyping, usability testing, accessibility, high-fidelity UI design, and portfolio-ready case study development using Figma.

PROJECTS

SperoRo

Designed a trauma-support mobile app with anonymous communication, mood tracking, journaling, and community support. Conducted user research, created personas, user flows, information architecture, wireframes, and interactive prototypes.

Fayleno

Designed a responsive fashion e-commerce platform with outfit building, product browsing, checkout, and order tracking. Created user flows, wireframes, design system, reusable components, and prototypes.

Bookienook

Designed a mobile application connecting readers with local bookstores. Conducted user research, created personas, storyboard and information architecture, and designed book browsing, purchasing, and request-book experiences.

EDUCATION

G. Pulla Reddy Engineering College

Bachelor of Technology (Computer Science & Engineering), 2025

CGPA: 7.76

ACHIEVEMENTS

- Google UX Design Professional Certificate holder.
- Designed three end-to-end UX/UI case studies from research to prototype.
- Created responsive mobile and web interfaces using Figma.
- Developed reusable design systems and UI components.
- Applied accessibility and user-centred design principles.