

HARSHITHA SWAROOP REDDYPOGU

UI/UX DESIGNER
GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE

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SKILLS

UX SKILLS

- User Research
- User Interviews
- Competitive Analysis
- Personas & Empathy Maps
- Journey Mapping
- Information Architecture
- User Flows
- Wireframing
- Prototyping
- Usability Testing
- Interaction Design
- User-Centred Design

UI SKILLS

- Visual Design
- Mobile App Design
- Web Design
- Design Systems
- Responsive Design
- UI Components
- Auto Layouts

TOOLS

- Figma
- FigJam
- Photoshop
- Canva

TECHNICAL

- HTML
- CSS
- Java
- VS Code

SOFT SKILLS

- Collaboration
- Problem Solving
- Adaptability
- Effective Communication

PROFESSIONAL SUMMARY

UI/UX Designer focused on designing intuitive mobile and web experiences through user research, wireframing, prototyping, and usability testing. Completed three end-to-end case studies in healthcare, fashion e-commerce, and local commerce using Figma and the Google UX Design framework.

PROJECTS

SperoRo

[view case study](#)

A trauma-support app that allows users to connect anonymously, journal their thoughts and engage in community support.

- Performed user research through secondary sources and competitive analysis to understand the challenges faced by individuals seeking trauma support.
- Developed information architecture, user flows, low-fidelity wireframes, and high-fidelity UI designs in Figma.
- Built an interactive prototype that enables anonymous connections, guided journaling, and community engagement.

Fayleno

[view case study](#)

A fashion e-commerce platform with outfit builder, product browsing, secure checkout, and order tracking.

- Designed an end-to-end shopping experience including outfit builder, product discovery, secure checkout, and order tracking.
- Created responsive wireframes and high-fidelity interfaces.
- Designed reusable UI components and maintained visual consistency.
- Focused on improving user navigation and simplifying the purchase flow.

Bookienook

[view case study](#)

A mobile app connecting readers with local bookstores to discover, purchase and request books.

- Interviewed 4 users to identify pain points in discovering nearby bookstores.
- Developed personas, user flows, storyboards, and information architecture.
- Designed mobile app screens for book discovery, purchase requests, and recommendations.
- Improved navigation by organizing information based on user needs.

EDUCATION

G. Pulla Reddy Engineering College
Bachelor of Technology (Computer Science and Engineering), 2025
CGPA: 7.76

CERTIFICATION

Google UX Design Professional Certificate (Coursera)
Completed a rigorous, hands-on program covering end-to-end product design, accessibility (WCAG), and responsive web/mobile design across 3 comprehensive portfolio projects.