Deepti Nallapaneni

UX/UI Designer with a passion for creating dynamic products and identifying and creatively solving problems.

WORK EXPERIENCE

- Apple 3D QA Analyst (Contractor via Apex Systems), June 2017 July 2018
- Performed analytical, methodical, and QA related tasks.
- Navigated through 2D and 3D environments.
- Identified, recorded, and solved problems using design thinking, and conveyed those solutions to crossfunctional teammates.
- Worked with large data sets.
- Priortized competing demands in a production environment.

Q-App UX and Visual Designer, November 2016 - May 2017 Early Stage Start Up | First Prize Winner, Start Up Weekend Santa Clara

(408) 712-8820 Markov deepti.nallapaneni@gmail.com Inkedin.com/in/dnallapaneni www.deepti-n.com

EDUCATION

General Assembly Visual Design Certificate, March 2017 - April 2017



General Assembly

User Experience Design Immersive, July 2016 - September 2016



- Developed and implemented research plan including survey creation, user interviews, usability testing, and task analysis, and A/B Testing
- Created content strategy and determined task hierarchy.
- Determined information architecture and brand visuals.

Deliverables Include: Wireframes, Competitive and Comparative Analysis, Pitch Deck, High-Fidelity Mock-ups, MVP, Continued Usability Tests

US Bank | Business Analyst Consultant, December 2014 - October 2015

- Conducted stakeholder and external client interviews and produced competitive and comparative analyses for new products on the Wealth Management platform.
- Produced feature specification documents and system process flows to streamline the customer experience.
- Incorporated business and functional requirements in my research with cross-functional teams within the organization, external vendors, bank employees, and users of the Online Banking platform.
- Communicated with vendors and developers to ensure features were being developed as specified.

FREELANCE PROJECTS

University of California, Davis



B.A. in Economics, 2011 - 2014

SKILLS

Design

- Content Strategy
- Information Architecture
- Interaction Design
- Wireframing
- Prototyping
- Sitemap
- User Flows
- Requirements Documentation
- Diagramming

OffToYou | UX Designer, May 2017 - Present

- Redesigned website and landing page. Focused on content strategy and hierarchy.
- Conducted A/B Tests to determine which website style guides better matched current and new users' needs.
- Created website style guide to better show the OffToYou brand to new and existing users.

Beat.box | Visual and Product Designer, March 2017 - April 2017

- Conducted user research and competitive and comparative analyses.
- Created content strategy and visual design strategy.
- Incorporated features pertaining to users' needs and concerns.

Deliverables include: Personas, Competitive Matrices and Analyses, Moodboards, Low Fidelity Prototypes, and High Fidelity Mock-ups.

Compute for Cancer | UX/UI Designer and Interaction Designer, September 2016

Designed an MVP for a native mobile app that enables and empowers individuals to donate their Android device's computing power to cancer research centers.

- Prioritized features for MVP.
- Conducted surveys, interviews, and user testing to achieve client's goal of expanding user base.

- Mockups
- Task Flows
- Mood boards

Research

- Competitive Analysis
- Surveys
- Persona Development
- User Interviews
- Usability Testing
- Storyboarding
- Data Synthesis
- Affinity Mapping
- Heuristic Evaluation
- Strategy Development Contextual Inquiry

• Streamlined on-boarding process for new and existing users

Deliverables include: Paper Prototypes, Personas, Competitive Analysis, Onboarding Flow and Screens, Wirefames, and Mid-Fidelity Mock-up of MVP.

Bay Alarm Medical | UX Researcher, UX/UI Designer, August 2016

Designed a native mobile iOS app to provide alerts and updates to family members of device wearers in emergencies and non-emergencies.

- Developed research plan including survey creation, user interviews, usability testing, and task analysis.
- Created content hierarchy and task-flows for our personas.

Deliverables include: Paper Prototypes, Personas, Competitive Analysis, Mid-Fidelity Wireframes.

Cole Hardware | UX/UI Designer, Content Strategist, August 2016

Redesign of an e-commerce web experience for a given persona.

• Designed experience with global navigation and quick checkout flows.

Deliverables include: Site maps, User Flows, Competitive Analysis, and Mid-Fidelity Wireframes

• A/B Testing

Tools

• JIRA

- Marvel
- Sketch 3
- Adobe Creative Cloud
- Omnigraffle
- Keynote
- Invision
- Kanban Board
- Flinto
- HTML/CSS
- Javascript