

Vishal Reddy

Product Designer

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EXPERIENCE

Cisco Webex

User Experience Designer III | Dallas, TX | Jul 2021 - present

- Lead UX Design for Team Performance experience on Webex Contact Center partnering with PM, Engineers, UX and Visual Designers.
- Ideate, wireframe, facilitate design thinking sessions, prototype and make high-fidelity designs for migrating to a cloud-based Extensible Supervisor Desktop solution, **currently used by over 3M+ users worldwide.**
- Collaborate cross-functionally to streamline Agile related product challenges and alignment through weekly product leadership presentations, design deep dives, and executive presentation.

Keap

Associate Product Designer | Chandler, AZ | Aug 2019 - Jun 2021

- Served as sole product designer on the payments experience **resulting in 100% increase in payments revenue.**
- Collaborated in designing a simplified workflow automation tool to assist users to build complex workflows and marketing automations.
- Collaborated in designing Android experience of Keap. It **exceeded the target install goal by 3x** since launch in Q1, 2020.

School of Information, University of Michigan

Graduate Student Instructor (SI582: Interaction Design) | Ann Arbor, MI | Sep 2018 - Dec 2018

- **Mentored 28 graduate students** by offering guidance, feedback and resources for their Interaction Design projects.
- Assisted Instructors with course material preparation, evaluations, and facilitating in-class exercises.

LSA Opportunity Hub, University of Michigan

Data and Systems Assistant (UX) | Ann Arbor, MI | Nov 2017 - Aug 2018

- Conducted usability evaluations, accessibility assessment to improve the user experience for students, alumni, and employers.
- Led focus groups, facilitated a design-thinking workshop, conducted interviews, and implemented functional improvements to **support the existing system with over 18000 users.**

EDUCATION

University of Michigan, Ann Arbor

Ann Arbor, MI | May 2019

Master of Science in Information,
UX Research and Design

SKILLS

UX Design

Storyboarding, Personas,
User Flows, User Journeys,
Empathy Maps, Wireframing, User
Interface Design, Low to High
Fidelity Prototyping,
Information Architecture, Visual
Design (Print & Digital)

UX Research

Usability Testing, Heuristic Evaluation,
Contextual Inquiry,
Interviews, Survey Design, A/B
Testing, Affinity Mapping, Competitive
Analysis, Design Sprints,
Hallway Testing

Tools

Figma, Sketch, Principle,
Origami Studio, Abstract, Zeplin,
Framer X, InVision, Adobe After Effects,
Adobe Illustrator, Adobe XD,
Adobe Premiere Pro, Adobe Photoshop,
Omnigraffle, Miro, Axure

Code

HTML, CSS, Javascript,
Python, Java, C++, Processing