

VIZA ALLURI ROHIT REDDY

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OBJECTIVE

UX Designer and Researcher with hands-on experience in end-to-end design — from user research and personas to high-fidelity Figma prototypes. Completed 7 Google UX Design certifications and delivered 3 real-world case studies across mobile apps and web platforms. Known for translating complex user insights into intuitive, accessible digital experiences. Actively seeking UX Design or UX Research roles where I can contribute immediately and grow fast.

EDUCATION

- **VelTech Rangarajan Dr.Sagunthala RD Institution Of Science and Technology** *2022-2026*
Bachelor of Technology in Computer Science 7.9 CGPA
 - **Narayana Junior College** *2020-2022*
Board of Intermediate Education Andhra Pradesh – 62.3%
 - **Bhashyam High School** *2019-2020*
Board of Secondary Education Andhra Pradesh Class X – 9.9 CGPA
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PROJECTS

- **Mini Closet – Kids Clothing App (UX/UI Case Study) — End-to-End UX Case Study**
 - Conducted user research via 5 interviews and 50+ App Store reviews, uncovering 3 critical pain points: sizing confusion, misleading product images, and missing resale flow.
 - Synthesised findings into user personas and a problem statement, directing all design decisions toward reducing return rates.
 - Designed end-to-end flows (onboarding, child profile setup, buy/sell) — simplified onboarding from 7 screens to 4 based on usability feedback.
 - Built wireframes and high-fidelity Figma prototype; iterated on 2 rounds of usability testing with target users.
 - Applied WCAG accessibility guidelines to colour contrast, font sizing, and tap targets throughout the app.
- **Google Pay UX Redesign (UX Case Study) — Competitor Usability Analysis**
 - Analysed 200+ Google Play and App Store reviews alongside heuristic evaluation of 3 competitor apps (PhonePe, Paytm, CRED) to identify usability gaps.
 - Identified 4 high-priority issues: low QR scan discoverability, inaccessible split-bill flow, missing payment reminders, and poor error messaging.
 - Redesigned the home screen and payment flow in Figma — reduced task steps for split-bill from 6 to 3.
 - Documented full case study with before/after screens, decision rationale, and UX audit methodology.
- **Creative Agency Website – UI Design Project — UI Design Visual Redesign**
 - Redesigned a creative agency website focused on conversion — audited the existing layout using Nielsen’s heuristics and identified 5 hierarchy and CTA issues.
 - Improved visual hierarchy by restructuring content into a clear F-pattern layout, elevating primary CTA above the fold.
 - Delivered fully responsive screens (desktop + mobile) in Figma with defined typography scale, spacing system, and component library.

DESIGN AND UX

- User Research
- Personas and User Journeys
- Information Architecture
- Wireframing (Lo-Fi & Hi-Fi)
- Usability Testing
- Prototyping
- Accessibility (WCAG Basics)
- User Flow Design
- Heuristic Evaluation
- Competitive Analysis

TOOLS

- Figma
- Maze (Usability Testing)
- Miro / FigJam
- Notion
- Zeplin / Figma Dev Mode
- Google Forms
- ChatGPT (Content & Microcopy)

SOFT SKILLS

- Communication & Presentation
- Problem Solving
- Feedback-Oriented Mindset
- Adaptability & Continuous Learning

CERTIFICATIONS

- Foundations of User Experience (UX) Design *Google*
- Start the UX Design Process: Empathize, Define, and Ideate *Google*
- Build Wireframes and Low-Fidelity Prototypes *Google*
- Conduct UX Research and Test Early Concepts *Google*
- Create High-Fidelity Designs and Prototypes in Figma *Google*
- Build Dynamic User Interfaces (UI) for Websites *Google*
- Design a User Experience for Social Good & Prepare for Jobs *Google*