



Vikitha Reddy Bezawada

Designer

+1 (909) 652-2028

vikithabezawada@gmail.com

www.vikitha.xyz

www.linkedin.com/in/vikitha-bezawada

EXPERIENCE

Kiavi (MHCI Capstone) | Financial Services

Product Designer

San Francisco, CA | Jan 2022 - Present

- Identifying the value created through an automation product for Rental Property Investors to make the entire investment journey a faster and efficient process.
- Researching potential ways to monetize the data generated by REI activity throughout the platform experience.
- Collaborating with Kiavi designers and PMs to build and test new product features through usability testing and think-alouds.

Bosch (CMU Corporate Startup Lab) | Industrial Engineering

Product Designer

Pittsburgh, PA | Jan 2022 - Present

- Collecting qualitative and quantitative data about how building codes are being handled in architecture firms to understand project requirements.
- Designing mock-ups for a new data platform that aims to increase the efficiency for architects through digitization of building codes and shared best practices.

1cademy | E-Learning

UI Design Intern

Ann Arbor, MI | May 2021 - August 2021

- Led the UI and visual design of the new Practice Tool feature through ideation, concept validation, low to high fidelity prototyping using Figma.
- Refined the existing style guide to include a unified set of visual toolkits, best practice UI guidelines, and accessible components for the 1cademy UI design team.
- Found solutions to 10+ usability issues with the website which were then implemented.

Studio_1201 | Consultancy

Design Consultant

Ann Arbor, MI | June 2020 - May 2021

- Designed websites cross-functionally for local e-commerce businesses, while incorporating market research, branding guidelines, and partially coding functional prototypes in collaboration with the lead developer.
- Added customized features to clients' websites built on platforms such as Wix and Webflow using HTML, CSS, and JavaScript.
- Strategized product launch and branding through market & user research to increase market visibility by ~20%.

EDUCATION

Carnegie Mellon University

School of Computer Science

Master of Human-Computer Interaction

Pittsburgh, PA | August 2021 - August 2022

University of Michigan - Ann Arbor

Bachelor's of Science in Architecture

Minor in Business Administration

Ann Arbor, MI | Sept 2016 - April 2020

TECHNICAL SKILLS

Programming

HTML

CSS

JavaScript

Python

Arduino

SQL

Design and Prototyping

Figma

Adobe Creative Suite

Rhino 3D

Blender

Sketch

InVision

Keynote

Research and Design Methodologies

Prototyping

Usability Testing

Design Systems

Responsive Design

Contextual Inquiry

Data Visualization

CERTIFICATIONS

IBM Data Science

Coursera | August 2020 - January 2021

Bloomberg Market Concepts

Bloomberg | March 2021 - May 2021

Google Project Management

Coursera | May 2021 - August 2021