

Pradeep Yellapu

📞 240.610.7815 | ✉ pyellapu@umd.edu | [🌐 LinkedIn](#) | [🌐 Portfolio](#) | 📍 Open to Relocation

SUMMARY

Product Designer & UX Researcher with 5+ years of experience creating user-centered digital products across enterprise SaaS, AI platforms, and consumer applications. Successfully delivered designs that reduced user friction by 40%, boosted engagement by 167%, and supported 750+ enterprise applicants annually. Strong collaborator who bridges design, research, and development teams to ship products that drive business value.

EXPERIENCE

The Xylem Institute | University of Maryland

Nov. 2025 – Present

Product Research & Designer

College Park, MD

- Contributed to end-to-end UX research and interface design for geospatial climate reports using QGIS and Python, redesigning information architecture and data visualization workflows to **reduce bounce rate by 32%**
- Conducted user research with climate scientists and policy analysts through contextual inquiry and task analysis, informing interface refinements that improved task completion rates and data comprehension
- **Led iterative prototyping** in Figma applying information architecture principles and visual hierarchy to reduce cognitive load for stakeholders
- Developed comprehensive brand identity system and style guide, ensuring consistent visual language across research artifacts, which **increased stakeholder confidence** and improved cross-platform recognition

MarketCrunch AI

Jun. 2025 – Sep. 2025

Product Design & UX Research Intern

San Francisco, CA (*Remote*)

- **Led comprehensive UX audit** conducting heuristic evaluation using Nielsen's 10 usability principles and competitive analysis of 20+ screens (Robinhood, Yahoo Finance, TradingView), resulting in **15% reduction in reporting errors**
- Designed and validated high-fidelity interactive prototypes through moderated usability testing with 12 enterprise users, applying think-aloud protocol and task-based scenarios and used findings to **launch 2 popular features that increased elite plan sales by 40%**
- **Conducted semi-structured interviews** and contextual inquiry with institutional traders to understand mental models, workflow automation pain points, and trust factors in AI-generated trading recommendations
- Established scalable design system with component library and documentation following atomic design principles, reducing the overall design-to-development handoff time
- Implemented UX improvements to onboarding flow, dashboard information architecture, and data visualization patterns based on user feedback and analytics data, resulting in a **167% increase in new user attempts (Jul-Sep 2025)** and improved feature adoption rates
- Applied Material Design and Google Lighthouse accessibility standards to ensure WCAG 2.1 AA compliance, improving interface usability for users with diverse needs and enhancing overall product quality metrics

Computacenter

Jan. 2023 – Jul. 2024

Technical UX Analyst

Bengaluru, IN

- Designed automated diagnostic dashboards using ScienceLogic, PowerShell, and Selenium, applying information design principles to **reduce MTTR by 40%** for IT support teams
- Conducted workflow analysis and stakeholder interviews to identify pain points, translating requirements into user-centered automated solutions through BI dashboards

My Equation

May 2022 – Jun. 2023

Market Research Analyst, UI/UX Designer

Ahmedabad, IN

- Led mixed-methods UX research using Double Diamond methodology, conducting user interviews and competitive analysis to drive **35% revenue growth** through strategic rebranding

ADDITIONAL EXPERIENCE

HackImpact @ UMD

Nov. 2024 – May 2025

UX Designer

College Park, MD

- Conducted generative user research with nonprofit stakeholders through semi-structured interviews and contextual inquiry; synthesized findings using affinity mapping to define design opportunities
- Designed and prototyped a 4-step modular application flow applying progressive disclosure, **reducing a 33-page process**
- Built centralized recruiter dashboard with role-based access control, **reducing navigation time by 80%** and supporting **750+ applicants annually**
- Presented design recommendations to stakeholders, demonstrating impact through quantitative metrics

PROJECTS

Transurban Express Lanes UX Research

Sep. 2024 – Dec. 2024

UX Research Project | University of Maryland

College Park, MD

- Conducted mixed-methods UX research using surveys (n=127), semi-structured interviews (n=8), and usability testing to evaluate express lane user experience and identify pain points in toll payment systems
- Applied thematic analysis and affinity mapping to synthesize research findings, identifying critical usability issues in wayfinding, toll transparency, and account management that impacted user trust and adoption
- Developed data-driven design recommendations for improved signage, real-time pricing displays, and mobile app enhancements based on SUS scores and qualitative feedback analysis

INFO Faculty Dashboard UX Research

Jan. 2025 – May 2025

UX Research Project | University of Maryland

College Park, MD

- Conducted contextual interviews with UMD iINFO faculty to understand workload tracking pain points; performed affinity mapping to identify recurring themes
- Synthesized research insights into journey maps and task flows, proposing streamlined dashboard design improving task ownership clarity

SKILLS

Design: Human-Centric Design (HCD), Interaction Design, Visual Design, Data Analysis, Prototyping, Information Architecture, Design Systems, Accessibility (WCAG 2.2 AA), Usability Testing

Research: Journey Mapping, Card Sorting, In-Depth Interviews, Ethnographic Research, Competitive Analysis, Qualitative & Quantitative Research, Task Analysis, Heuristic Evaluation, Contextual Inquiry, Thematic Analysis, Surveys, A/B Testing, Usability Testing

Tools: Figma, Adobe XD, Photoshop, Illustrator, Miro, Notion, Power BI, QGIS, Tableau, Generative-AI Tools

Technical: HTML/CSS, JavaScript, Python, SQL, QGIS, Git/GitHub

EDUCATION

University of Maryland | College Park, MD, USA

Aug. 2024 – May 2026

Master of Science in Data Science, Minor in User Experience (UX) Research Methods

GPA: 3.85

SRM Institute of Science & Technology | Tech Park, India

Jun. 2019 – May 2023

Bachelor of Technology in Computer Science & Business Systems

GPA: 3.70

CERTIFICATIONS

CITI Program Certification - Social & Behavioral Research (ID: 67782636)

Feb. 2025

Foundations of User Experience (UX) Design by Google (ID: 9HTB2SYBKWX9)

March 2022

DHS Certified Trusted Tester for Web Accessibility - WCAG evaluation (Section 508)

In Progress