

Aashish Reddy Kandi

✉ aashishreddy18@gmail.com ☎ +1 (571)663-9260 🌐 Aashish Reddy Kandi

EDUCATION

Rutgers University GPA: 3.8, Jan 2024 – present | New Brunswick, USA
Masters of Business and Science in User Experience Design.

Coursework: Principles of Communication and Leadership, Introduction to User Experience Design, Visual Design in User Experience, Principles of Accounting and Finance, Information Architecture, Introduction to Product Design and Development, Market Assessment and Analysis, and Mini-MBA in Digital Marketing

Symbiosis Institute of Technology, Jul 2019 – Jun 2023 | Pune, India
Bachelors of Technology in Computer Science and Engineering

EXPERIENCE

Zythum Brewing Co, *Marketing & Events Manager* ☞ Feb 2023 – Dec 2023

- Helped in building the brewery's brand through marketing and clear storytelling.
- Collaborated with influencers and brewmasters to create and promote special beers, resulting in a 20% increase in F&B sales during campaigns.
- Organized and promoted community events, leading to a 27% growth in customer engagement and strengthening local ties.
- Came up with Interactive Ideas to Improve User Engagement on Social Media and Improved by 32%.

TECHNICAL SKILLS

UI/UX, Agile Development, Figma, Optimal Workshop, Project Management, Digital Marketing, Computer Networks, Product Design, Product Development, Canva, Office 365, Cloud Computing, C/C++, HTML

SOFT SKILLS

User-centric approach, Effective communication, Attention to detail, Collaboration, Creative problem-solving, Time Management, Adaptability, Critical Thinking

PROJECTS

Plateful App ☞ Sep 2024 – Dec 2024

- Developed *Plateful*, a personalized meal-planning app, as part of a Product Design and Development course.
- Researched patents and competitive products to identify features like dietary customization, grocery tracking, and fitness app integration.
- Designed technical models and schematic diagrams to visualize product components using Figma.
- Analyzed costs, assessed profitability, and benchmarked pricing on Excel to ensure market competitiveness.
- Conducted user testing to evaluate usability using Optimal Workshop and refined the app while estimating development timelines.

Digital Marketing Strategy for Tanishq ☞ Sep 2024 – Nov 2024

- Conducted market analysis and competitor benchmarking to design a digital marketing strategy for Tanishq USA.
- Assessed current business situation and performed SWOT Analysis.
- Developed platform-specific campaigns for social media, focusing on cultural and festive themes to enhance brand awareness.
- Focused on key performance indicators (KPIs) to measure customer engagement and campaign success.

SEPTA Website Redesign – Information Architecture Report ☞ May 2024 – Aug 2024

- Analyzed the SEPTA website and created a new sitemap to improve navigation and structure.
- Developed user personas to identify and address key user needs effectively.
- Conducted usability tests, including first-click testing, tree testing, card sorting, and web accessibility assessments to improve usability and compliance.
- Designed and tested prototypes based on user feedback, achieving usability improvements ranging from 52.03% to 84.12%.
- Conducted competitive analysis and provided strategic recommendations to enhance navigation and user experience.

UX Design Project ☞ Jan 2024 – May 2024

- Designed a prototype for a job search platform to make the process easier.
- Conducted market research to identify gaps and areas for improvement.
- Created user personas and journey maps to understand user needs.
- Performed usability testing to refine the platform's features.
- Included AI-driven tools for resume writing, job tracking, and skill-building to enhance user experience.