

Naveen Sereddy

UI/UX Designer | Web & Mobile Products

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SUMMARY

UI/UX Designer with 2+ years of experience building end-to-end web and mobile products. A front-end background in React and HTML/CSS means I don't just hand off Figma files and hope for the best. I understand how designs actually get built, and that changes how I make decisions. I lead the full process: user research, wireframes, high-fidelity prototypes, and a clean developer handoff.

TECHNICAL SKILLS

Design Tools: Figma, Miro, Maze

Design: Wireframing, Prototyping, User Research, Usability Testing, User Flows, Information Architecture, Responsive Design, Design Systems, Accessibility (WCAG 2.1)

Methods: User Personas, Competitive Analysis, Card Sorting, Journey Mapping, Agile/Scrum

Development (Supporting): HTML5, CSS3, React, JavaScript, Tailwind CSS

EXPERIENCE

UI/UX Designer

Bill Holdings, Inc. (BILL)

Jan. 2025 – Present

San Jose, CA (Remote)

- Design screens for a financial services platform, from early wireframes to final Figma files ready for development
- Maintain a design system of 40+ components that keeps the product visually consistent across web and mobile
- Run usability tests with 8–10 participants each sprint, then translate findings into specific design changes rather than a summary deck; the goal is always to close the loop before the next iteration
- Embedded in 2-week sprints alongside product managers and developers so designs don't sit in a handoff vacuum. They get reviewed, pressure-tested, and refined in the same cycle
- Reorganized the dashboard layout based on card sorting sessions, improving how quickly users could find what they needed
- Treat accessibility as a design constraint from the start, not a checklist at the end; contrast ratios, focus states, and labeling are baked into components before they reach dev

Front End Developer

Fidelity Investments

Feb. 2024 – Jan. 2025

Westlake, TX (Remote)

- Designed wireframes, user flows, and high-fidelity mockups in Figma for 3 client web applications before handing off to developers
- Ran user research for a B2C product including interviews and competitive review, which shaped how we restructured the onboarding flow
- Built a shared component library in Figma covering buttons, forms, typography, and color styles used across two product teams
- Wrote HTML/CSS and React code for roughly 15 UI components, working directly with developers to make sure designs came out accurately
- Ran 2–3 stakeholder review rounds per project, where the hardest decisions actually got made: what to push back on, what to take, and how to come back with something better

Product Designer

Sportsman Supply

May 2023 – Jul. 2023

Internship

- Designed user flows, wireframes, and high-fidelity screens in Figma for the startup's web platform, making complicated tasks easier for users to understand and complete
- Worked closely with the founders and developers to turn new requirements into simple product experiences, testing designs with users and making changes based on where they were getting stuck
- Created and maintained reusable Figma components for forms, buttons, navigation, and different UI states, helping keep the product consistent as new features were added
- Used React, HTML, and CSS experience to make small frontend changes and work directly with developers, checking that the final product matched the design across different screen sizes and states

PROJECTS

- Testimonium: AI Research Assistant for SEC Filings** | *RAG, Next.js, Gemini* 2026
- Shadowed an equity research team for two days and interviewed five analysts, uncovering a seven-step manual workflow (Cmd+F search, manual page citation) costing 6–8 hours per analyst weekly, then reframed the problem into an “answer with receipts” assistant after research showed analysts needed synthesized answers with sources, not ranked keyword matches
 - Architected and built a full RAG pipeline solo, end to end: Next.js 14, TypeScript, and Tailwind CSS frontend; PDF chunking and section-tagging; Gemini embeddings with cosine-similarity retrieval; and a Redis-backed session store powering citation-grounded answers with an inline confidence gauge
 - Deployed to production on Vercel with CI via GitHub, root-causing and fixing five real production issues spanning serverless runtime constraints, a retired model dependency, and cross-instance data persistence
 - Validated through a live verification session with the research team: 100% citation accuracy, zero false citations, and sub-30-second time-to-first-answer on pre-processed filings
- Navi: AI-Powered Finance Wellness Coach** | *Figma, Design Tokens, User Research, Prototyping* 2026
- Conceived and designed an embedded AI financial coach for B2B banking; led 19 stakeholder interviews (7 HR managers, 12 employees) to map financial anxiety triggers and trust requirements
 - Pivoted from a standalone app to an embedded Slack/Workday/BambooHR agent after research showed employees would not adopt yet another benefits app
 - Designed 8 interactive screens across 3 surfaces (standalone, Slack Block Kit, enterprise embed) with explicit trust architecture: confidence scores, human override, and privacy-first data surfacing
 - Built a complete 321-line design token spec in pure CSS with no framework dependencies, fully themeable for white-label deployment
 - Usability study with 8 participants showed a 38-second time-to-act versus a 4.2-minute manual benchmark, a 4.4/5 trust rating, and 7/8 adoption intent
 - Shipped a complete handoff package: CASE-STUDY.md, DESIGN.md, annotated screenshots, and interactive HTML prototypes
- FinFlow: B2B Expense Management Dashboard** | *Figma, Maze* 2025
- Conducted stakeholder interviews, persona research, and workflow mapping to define requirements for a B2B expense management platform
 - Built a complete design system in Figma including typography, color tokens, icons, forms, tables, and reporting components
 - Designed and prototyped 30+ desktop screens and a mobile expense submission flow covering approvals, reimbursements, reporting, cards, and account management
 - Ran two rounds of usability testing with target users and improved first-try task completion from 73% to 89% through iterative design changes
 - Rebuilt the dashboard’s information architecture after watching finance admins hunt for actions that should have been one click away; surfaced the critical paths and cut the visual noise slowing them down
- MedBridge: Healthcare Patient Portal Redesign** | *Figma, Miro, Google Forms* 2024
- Started by spending real time inside MyChart, Zocdoc, and Teladoc as an actual user, not a designer running a teardown, which surfaced usability gaps a feature comparison would have missed
 - Created personas, user journeys, and wireframes to map the end-to-end patient experience across appointments, prescriptions, records, and billing
 - Designed and prototyped 30+ screens covering login, dashboard, provider search, appointment scheduling, messaging, medical records, and payments
 - Built a reusable design system with consistent typography, colors, spacing, components, and interaction patterns across the product
 - Incorporated WCAG 2.1 AA accessibility standards throughout the design process to improve usability for a wider range of users

EDUCATION

- Saint Louis University** St. Louis, MO
M.S. in Computer Science Jan. 2022 – Dec. 2023
- Coursework: User Interface Design, Human-Computer Interaction, Web Technologies, Database Systems
- Bharath University** Chennai, TN, India
B.Tech. in Computer Science Jun. 2017 – May 2021