

Naveen Sereddy

UI/UX Designer | Web & Mobile Products

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- Portfolio: naveensereddy.com

Summary

UI/UX Designer with 2+ years of experience building end-to-end web and mobile products. My 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 led 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

Jan 2025 – Present

Bill Holdings, Inc. (BILL) | San Jose, CA, Remote

- Designing screens for a financial services platform, from early wireframes to final Figma files ready for development
- Maintain a design system with 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 just 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, which improved 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 ever reach dev

Front End Developer

Feb 2024 – Jan 2025

Fidelity Investments | Westlake, TX, Remote

- Designed wireframes, user flows, and high-fidelity mockups in Figma for 3 client web applications before handing off to developers
- Did 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 around 15 UI components, working directly with developers to make sure designs came out accurately
- Ran 2-3 stakeholder review rounds per project, which is where the hardest decisions actually got made: what to push back on, what to take, and how to come back with something better

Projects

Navi - AI-Powered Finance Wellness Coach | Figma, Design System Specs, 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 standalone app to 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 design token spec (321-line system) in pure CSS; no framework dependencies, fully themeable for white-label deployment

- Usability study with 8 participants showed 38-second time-to-act versus 4.2-minute manual benchmark; 4.4/5 trust rating and 7/8 adoption intent
- Complete handoff package: CASE-STUDY.md, DESIGN.md, annotated screenshots, 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 that was slowing them down

Bins and Deals - Business Website UI Design and Development | React, Tailwind CSS, Figma, Framer Motion

2024 – 2025

- Worked directly with the business owner to understand how the store operated, what customers were confused about, and what the website actually needed to do for the business
- Planned the full site from the ground up including information architecture, user flows, wireframes, and a visual design system before writing a single line of code
- Designed and built a complete marketing website that explains the liquidation store model clearly and helps first-time visitors understand what to expect before they walk in
- Built responsive sections for pricing tiers, store hours, location, payment methods, and an interactive claw machine feature using React, Tailwind CSS, and Framer Motion
- Handled everything after design too: deployment on Netlify, custom domain setup, SEO basics, analytics, and ongoing maintenance
- Live site: binsanddeals.com

MedBridge - Healthcare Patient Portal Redesign | Figma, Miro, Google Forms

2024

- Started by spending real time with MyChart, Zocdoc, and Teladoc as an actual user, not just a designer running a teardown. That surfaced usability gaps a feature list 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

M.S. Computer Science

Jan 2022 – Dec 2023

Saint Louis University | St. Louis, MO

Coursework: User Interface Design, Human-Computer Interaction, Web Technologies, Database Systems

B.Tech. Computer Science

Jun 2017 – May 2021

Bharath University | Chennai, TN