

REETHIKA CHITITHOTI

UX DESIGNER

+91 93814 37851 · Bangalore / Hyderabad / Remote · reethikachitithoti@gmail.com

Portfolio · LinkedIn · Behance

SUMMARY

UX designer with an M.Des in Human-Centered Design and an engineering background. Sole designer on enterprise no-code and internal AI hiring tools; designed AI pet-health tools across ~10 brands. Seeking a product design role spanning research to release.

EDUCATION

2023 – 2025

M.Des, Human-Centered Design

Srishti Manipal Institute of Art, Design and Technology

2018 – 2022

B.E., Electronics and Communication Engineering

MVSR Engineering College

EXPERIENCE

Jan 2025 – Present

Grid Dynamics · Hyderabad (on-site)

UX Designer · Jan 2025–Present

AI Interviewer · Internal AI hiring tool · Sole designer on a seven-person team

- Designed candidate assessment and TA dashboards; ran POC testing and TA interviews for an MVP shipped in ~six weeks.
- 650+ candidates screened and 400+ engineer hours saved, as reported by TA. Redesigned the coding round in four weeks after candidates used AI to pass it.

SDK Manager · Enterprise no-code SDK builder · Sole designer since Apr 2025

- Reduced branding assignment from four steps to two; BA missed-screen reports stopped after release.
- Proposed reusable static components, approved on the second pitch, replacing repeated builds on 18–24 screens. Designed templates, catalogs and configuration history. The platform cut SDK build time from 2–3 weeks to 3–4 days.

Pet Health Scan Suite · ~15 AI tools / ~10 brands · Alongside a senior designer

- Designed exit and completion feedback forms to investigate 88% drop-off before photo upload; shipped Aug 2026. Consolidated a 10-outcome result from three pages to one card.
- Built Figma brand libraries, cutting re-skinning from ~two days to under two minutes; designed per-photo error states and developer specs.

Aegis & other work

Mapped journeys, ran Kano prioritisation and designed core flows for an internal SRE engine. Designed chatbot and product-recommendation UI for a GenAI party-planning POC.

Sep 2022 – May 2023

Cognizant · Hyderabad (on-site) · Software Tester

Functional and regression testing; logged UI bugs, broken flows and accessibility defects. Wrote UI automation scripts in Visual Studio.

SKILLS

Research: interviews, POC testing, funnel analysis, journeys, personas, Kano prioritisation, affinity mapping

Design: interaction design, information architecture, design systems, multi-brand theming, prototyping, developer specs

Tools: Figma, Figma Make, Miro, Notion, Illustrator, Claude, Cursor · Languages: English, Telugu, Hindi

RESEARCH AND PRESENTATIONS

Presented a design research project at IndiaHCI 2024, IIT Bombay; co-authored a paper presented at ISDRS 2024, Nepal.

M.Des research: dark patterns (surveys, interviews, prototypes, awareness site); textile-waste service model (blueprint, journeys); transition-design fieldwork in Anegundi, Karnataka.