

BINITA MARY VARGHESE

EXPERIENCE DESIGNER

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“Simple and elegant designs”

WORK EXPERIENCE

User Experience Design Specialist - SAP Walldorf (mention years)

- Plan, coordinate and track UX projects in close collaboration with Lead UX, Chief Product Owner, Development Managers and Product Owners
- Create design deliverables by leveraging tools like Photoshop/Illustrator,
- Manage multiple tasks, work in a team environment, understand and be responsive to project and customer needs.

Jr. Consultant User Experience - Camelot IT Lab GmbH, Mannheim

- UX audit/review of a website with an objective to improve customer satisfaction
- Identifying potential usability problems, findability issues, and any other bottlenecks that prevent users from completing their objectives
- Provide actionable next steps to fix and/or improve the issues found.

Freelancing - Good Hearing Initiative, Berlin

- Supported in conceptualizing and building a new digital solution to improve hearing health worldwide.
- A hearing test app which gives the user insight into their hearing ability,

Freelancing - Product Design project for early stage startup

- Experience working with startups in the idea phase of a project all the way through to a successful prototype.
- Involved in the product design process.
- Translated ideas into mockups and prototypes.

Internship in the area of User Experience - Lufthansa, Frankfurt

- Support the organization of user research initiatives and user testing of its Inflight Entertainment system (IFE)
- Created presentations to document and communicate the results of our usability test which provided important clues as to how the user interface prototypes could be improved and optimized.

EDUCATION

Bachelor of Engineering,
Electronics

Mumbai University

UX Design Program

Career Foundry

SKILLS

Competitive Analysis

User flows & concept sketches

Persona hypothesis

Frameworks & APIs

Iterative Wireframes & mockups

Rapid prototyping

Usability & Preference Testing

TOOLS

Adobe Xd

Balsamiq

Photoshop

Invision

Usability Hub

Html/CSS/JavaScript

COLLABORATION SKILLS

Organized, reliable,

Detail Oriented

Facilitating design critique

Agile

Communicative

Strategic Thinker

Case Study 1

Lufthansa AG wanted to perform usability tests on prototypes of their “Inflight Entertainment” (IFE) system’s user interface. This interface, designed for long-distance airplanes, enables passengers to exert individual control over the entertainment on offer on board (movies, music, or games). The results of our study provided important clues as to how the user interface prototypes could be improved and optimized.

User tests were conducted

- to take into consideration the heterogeneity and cultural diversity of passengers of long-haul flights.
- On the most realistic test situation, by reproducing the on-board environment by employing aircraft seats and replicating the actual seat distance and screen sizes, besides using the prototypes of the entry media.
- On all the specific input media (handsets) provided for each service class (First, Business and Economy Class), with a thorough consideration of the differences among their designs.

Case Study 2

The Good Hearing Initiative in Berlin develops innovative digital solutions to improve hearing health worldwide. They support organizations with scalable hearing health products and services and promote communication campaigns to fight the stigma of hearing loss.

As a product designer, I supported in conceptualizing and building a new digital health product - a hearing test App. The test technology was based on years of research and informed by the results of over 1.5 million mobile hearing tests.

Workshops were held for stakeholders. The iterative process of user research, wireframing, prototyping and usability testing was conducted to design an app interface to the test, which was simple, elegant and of course enjoyable to the users. Tools such as Figma, Adobe Suite, Sketch were used in the creative process.

Case Study 3

TransFair eV is a non-profit association that represents Fairtrade in Germany. TransFair does not trade in goods itself but awards the Fairtrade seal for fairly-traded products that meet the requirements of international Fairtrade standards. They rely a lot on marketing, sharing of information and public relations work.

The need was to improve the overall UX of their current website and create a positive user journey that aligns with their existing marketing strategy

An extensive competitor analysis was conducted with direct and indirect competitors. Information structure, layout, navigation and the tone were audited. Data was collected on challenges and opportunities of the current website and various user scenarios. Several rounds of usability at different stages of design process building were conducted with paper prototypes to high fidelity interactive prototypes. Immediate and future focus points were outlined in our deliverables.

Case Study 4

GlaxoSmithKline, London is a global health research company that aims to help people live more active, longer and healthier lives. We feel obliged to use our knowledge and technology to commit ourselves to a fair price policy and to fight global health problems and to be an attractive employer.

GSK and their brand Sensodyne needed to realign their international websites to reflect a more modern look and feel. More importantly, they wanted to build stronger relationships with their customers by becoming experts in dental information and helping their customers find the best product for their dental conditions.

As part of the UX team we produced sitemaps, personas, wireframes, user flows, and helped to shape the design direction. I also worked alongside strategy and copywriting to help identify the best information architecture for a complex user journey.

The final solution comprised of a health check interactive and multimedia quiz which helped customers find the best product to suit their needs. We created a unique, exciting solution that avoided basic keyword searches like most eCommerce websites and leveraged insights from customers to help with self-diagnosis and personalized recommendations.