Varsha Ravisankar

UX UI Designer

I aim to contribute to the development of user-friendly products that positively impact the lives of individuals.

Email
varshauxui@gmail.com

Website
Varsha Ravisankar

Address
Chennai , Tamil Nadu

Socials

Behance
behance.net/rvarsha

Linkedin
linkedin.com/in/rvarsha

Dribbble
dribbble.com/Var-sha-uix

Tools

- Balsamiq
- Figma
- Adobe Xd
- Miro
- Illustrator
- Photoshop
- Invision
- Canva

Education

School Of Techies
UX UI Design Certified Design
Oct 2021 – Feb 2022

Peri Institute of Technology
Bachelor of Computer Science Engineering
2017 – 2021

Experience

UX UI Designer and Content Creator
Sept 2023 – May 2024
Btree Systems
Chennai, Tamil Nadu

- Redesign of Btree Systems' website, implementing innovative design strategies to elevate user experience and drive engagement, in close partnership with the development team.
- Collaborated cross-functionally with marketing teams to optimize campaign-specific landing pages, resulting in a significant 30% uplift in conversion rates, while also contributing creative design solutions to enhance brand storytelling.

UI UX Designer
Mar 2022 – Jul 2023
Ocean Software
Chennai, Tamil Nadu

- Designed user-friendly applications in collaboration with developers, focusing on creating intuitive user interfaces for Mobile Applications, Dashboards, and Websites.
- Utilized skills in creating low-fidelity wireframes and high-fidelity prototypes to visualize and validate design concepts, ensuring alignment with client requirements and enhancing user experience.

Skills

User Experience | User Research | Problem-Solving | Wireframe

User Centered Design | Information Architecture | User Flow

Prototype | User Interface | Visual Design | Interaction Design

Usability Testing | Content Creation

Latest projects

BTREE SYSTEMS Website
Btree Systems is an edutech firm offering a range of IT courses and corporate training programs.
Btree Website

Meraki Dashboard
Meraki Merchandising: Elevating corporate gifting with out-of-the-box, thoughtful products.
Meraki Dashboard