GOVARDHANA GIRI V

Senior Technical Lead UI/UX
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PROFILE SUMMARY

A detail-oriented professional with over 10+ years of experience in developing impactful visual and interaction design for web, mobile, AR/VR, and print. My expertise spans ideation, concept development and art direction, allowing me to lead diverse design initiatives that align with user needs and business goals effectively.

PORTFOLIO

Click here to view **My Portfolio**

KEY ACHIVEMENTS

★ **Enhanced AR/VR user experience**
Improved UX for 3 AR/VR apps, raising user engagement by 45%.

★ **Conducted Design Workshops**
Led workshops, mentoring designers and improving team performance by 30%.

★ **Achieved Accessibility Standards**
Implemented WCAG accessibility in 90% of designs, increased accessibility compliance score.

★ **Redesigned Global Projects**
Redesigned UI for 4 global projects, resulting in 60% increase in user satisfaction.

SPECIALIZATION

➢ User Centered Designing, Design Thinking, Double Diamond, HCI, Agile & Sprint Methodologies.
➢ User Researching (Qualitative and Quantitative).
➢ Information Architecture, User Journey & User Flow Mapping.
➢ Wireframes, Design System, Style Guide, UI-Mockup, Visual Designing. Interactive Prototypes, Interaction Designing.
➢ Usability Testing, A/B Testing, Heuristic Evaluation VIMM.

TOOLS

➢ Figma	FigJam	Sketch	InVision	LucidCharts
➢ Balsamiq	Axure RP	Adobe XD	Photoshop	Illustrator
➢ CorelDraw	Blender 3D	OliveEditor	Audacity	

TECHNOLOGIES

➢ HTML5	CSS3	JavaScript	VisualStudio	NotePad++

ROLES AND RESPONSIBILITIES

- ➢ Translated complex business and user requirements into effective, user-centered design solutions.

- ➢ Applied **HCI, User-Centered Design (UCD), Design Thinking** and core **UI/UX Principles** through ought the product development life cycle.

- ➢ To convey design decisions conducted required **user research techniques, created personas, user journey and empathy maps**.

- ➢ Performed **card sorting** to structure intuitive navigation flows and developed **information architecture and storyboarding**.

- ➢ Used industry standard tools like **Figma, Adobe XD** and **Sketch** tools and created **wireframes, UI-mockups and interactive prototypes**.

- ➢ Designed visually engaging and consistent UI elements, ensuring cohesive interaction design across platforms.

- ➢ Maintained and evolved **design systems, style guides** and **component libraries** for scalable and consistent user interfaces.

- ➢ Conducted accessibility testing in compliance with **WCAG** standards to ensure inclusive design.

- ➢ Solved usability issues by conducting **usability testing, A/B Testing, heuristic evaluations** and **cognitive models like VIMM.**

- ➢ Leveraged u**ser feedback, data analytics** and market trends to deliver exceptional user experiences.

- ➢ Collaborated with **cross-functional teams** including product managers developers and QA teams and delivered **end-to-end design solutions**.

- ➢ Managed multiple projects simultaneously, **owning complete product lines from concept to deliver**.

- ➢ Worked global teams on diverse domains including **SAAS, B2B, B2C, IoT, Medical/Healthcare, e-commerce and AR/VR.**

- ➢ Facilitated **design workshops, led UX strategy sessions** to foster designs and **mentored design and engineering team**.

PROFESSIONAL EXPERIEENCE

Jun 2024 - Mar 2025

Freelancing Hiring & Evaluation Support
GSR Inc (Siemens)
A tech consultancy and software delivery partner.

➢ Designed and optimized the user experience for a Fit In e-commerce app and enhanced usability and customer engagement.
➢ Additionally, contributed to the hiring process by conducting initial interviews for UI/UX candidates.
➢ Provided structured feedback, valuable insights and recommendations.

Oct 2021 - May 2024

Senior Technical Lead UI/UX
HCLTech
A leading global technology company providing IT Services and solutions.

➢ Led the development of user-focused AR/VR applications, improving practical applications in area such as training, shopping, and product visualization.
➢ Worked collaboratively with a multidisciplinary team to ensure the seamless incorporation of AR/VR technologies into current systems.

Jun 2021 - Sep 2021

Senior UI/UX Designer
Pacific IT (Capgemini)
A global leader in consulting technology services and digital transformations.

➢ Created streamlined and user-friendly interfaces for B2B platforms, enhancing business Process and increasing user interaction.
➢ Emphasized the importance of building scalable and accessible solutions for enterprise application, catering to the needs of professional users.

May 2021 - Jun 2021

Lead UI/UX Designer
UST (DELL)
A provider of digital technology transformation and information technology services.

➢ Developed end-to-end design process to solve application usability difficulties, interacting with user and stakeholders to resolve design and usability concerns.
➢ Recognizing the applications usability issues, addressing them to the product owner and delivering the best solution.

Apr 2020 - Oct 2020

UI/UX Designer
ZKTeco
A provider of biometric verification solutions and IoT applications.

➢ Created streamlined and user-friendly interfaces for B2B platforms, enhancing business Process and increasing user interaction.
➢ Emphasized the importance of building scalable and accessible solutions for enterprise application, catering to the needs of professional users.

Sep 2017 -
Apr 2020

UI/UX Designer
Cloud Can Technologies (NETBRAHMA Studio)
A creative studio specializing in design and tech solutions.

➢ Empathizing compliance with regulations, safeguarding patient data confidentiality and ensuring smooth user interactions in clinical settings was paramount.
➢ Established optimize support workflows for user-friendly ticket management system, improved resolution times and overall efficiency for end user.
➢ Developed e-commerce platforms and enhanced user experience, boosted conversion rates and created responsive interactive interfaces.
➢ Created the brand visualizes, maintained design system WCAG guidelines for consistency and designed logos, color schemes and typography.

Jan 2014 -
Aug 2017

Graphic Designer
Cloud Can Technologies (Team Pumpkin)
A design agency focused on branding and digital experiences.

➢ Developed captivating visual elements for web and mobile applications, including logos, icons, banners and promotional materials.
➢ Worked in close partnership with the branding team to uphold a unified visual identity and ensure consistency with broader design goals.

EDUCATION

MASTER OF COMPUTER APPLICATIONS (2010 - 2013)
G Pulla Reddy Engineering College (AUTONOUS),
Karnool, Andhra Pradeesh

BSc COMPUTER SCIENCE (2007 – 2010)
S V Degree & PG College,
Ananthapuram, Andhra Pradeesh

CERTIFICATION

Website UI/UX Designing using ChatGPT

Date

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