

# Govardhana Giri V

## Senior Technical Lead UI/UX

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### 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.

### 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, increasing accessibility compliance score.

#### ★ Redesigned Global Projects

Redesigned UI for 4 global projects, resulting in 60% increase in user satisfaction.

### EDUCATION

#### Master of Computer Applications

2010 – 2013

G Pulla Reddy Engineering College

AUTONOMOUS

Karnool, Andhra Pradesh, India

#### B.Sc. Computer Science

2007 – 2010

S V Degree and PG College,

Ananthapuram, Andhra Pradesh, India

### WORK EXPERIENCE

#### Senior Technical Lead

**HCLTech** Oct 2021 – May 2024

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.

#### Senior UI/UX Designer

**Capgemini** Jul 2021 – Sep 2021

A global leader in consulting, technology services and digital transformation.

- 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.

#### UI/UX Designer

**ZKTeco** Apr 2020 – Oct 2020

A provider of biometric verification solutions and IoT applications.

- Highlighted the improvement of workflows employee monitoring and overall productivity through strategic designs and data visualization.
- Created user-friendly and visually appealing dashboards and management interfaces for the employee management system.

#### UI/UX Designer

**NetBrahma Studios** Sep 2017 – Apr 2020

A creative agency specializing in design and tech solutions.

- Emphasizing compliance with regulations, safeguarding patient data confidentiality and ensuring smooth user interactions in clinical settings was paramount.
- User-friendly ticket management systems were established to optimize support workflows, thereby improving resolution times and overall efficiency for customers and support teams alike.
- The development of e-commerce platforms was directed towards enhancing user experience, boosting conversion rates and creating responsive, interactive interfaces.
- created the brand's visual style, maintained design system WCAG guidelines for consistency; and design logos, color schemes, and typography reflecting brand values.

## SKILLS

User Centered Designing (UCD) | Design Thinking (DT) | User Research | User Personas Empathy Map | Information Architecture | User Journey Maps | Story Boarding | Low & High - fidelity Wire-framing | Interactive Prototypes Interaction Designing | Usability Testing A/B Testing | WCAG Guidelines | Heuristic Evaluation | VIMM Model | Visual Designing | Color Theory | Typography Iconography | Logo Designing | Info Graphics | Banner Designing | Illustrations

## TOOLS AND TECHNOLOGIES

### DESIGN TOOLS

Figma | FigJam | Sketch | InVision  
LucidCharts | Balsamiq | Axure RP | Adobe XD | Photoshop | Illustrator | CorelDraw

### 3D TOOLS

Blender 3D

### EDITING TOOLS

Olive Editor | Audacity

### TECHNOLOGIES

HTML5 | CSS3 | JavaScript  
Visual Studio | Notepad++



## Graphic Designer

**Team Pumpkins** Jan 2014 – Aug 2017

A design studio 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.

## ROLES AND RESPONSIBILITIES

- Responsible for translating complex design problems into impactful design solutions.
- Maintaining clear empathy for the end user pain points and business objectives.
- Well-versed in Practicing user-centered & Design thinking methodologies and UI/UX Principles.
- Conducting user research, competitor analysis to create personas and empathy maps.
- Storyboarding and Information architecting based on user research and card sorting results.
- Developed Lo-Fi wireframes, Visual mockups and interactive prototype models.
- Designed aesthetically pleasing Visual designs along with meaningful interaction designs.
- Keeping consistency in designs by maintaining and following design system and style guides.
- Expertise in conducting accessibility tests by following WCAG guidelines standards.
- Proficiency in addressing usability challenges through usability testing, heuristic evaluation and VIMM Model.
- Providing extraordinary experiences for products based on end user feedback, data analytics and Industry trends.
- Worked with cross-functional teams to continue the growth of a strong design team.
- Juggling with multiple projects parallelly and owning multiple product lines.
- Worked with Global teams on B2B, B2C, e-commerce and healthcare projects.
- Experienced in conducting design workshops & mentoring fellow designers in the team.