

GOVARDHANA GIRI V

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PROFESSIONAL SUMMARY

A Senior Technical Lead Specialized in UI/UX Designing with over 10.5 years of experience in designing intuitive, user-friendly digital experiences for web, mobile and AR/VR applications. Expertise in user researching, wireframing, prototyping, interaction design, and visual design. Proficient in Figma, FigJam, Sketch, Adobe XD, and InVision. Strong ability to collaborate with cross-functional teams to deliver high-quality, user-centered solutions that meet business objectives. Focused on improving usability, enhancing user satisfaction, and driving product success through innovative design strategies.

PROFESSIONAL EXPERIENCE

Senior Technical Lead, HCLTech _____ **October 2021 – May 2024**

Projects: Solarwinds, Windmill, Planogram, Virtual Store

Tools/Technology: Figma, FigJam, GitHub, Blender 3D, Audacity, Olive Editor

Roles & Responsibilities:

- **User-Centered Design Development:** Designed **user-centered wireframes, prototypes**, and interaction models that align with organizational objectives, customer needs, and evolving market trends, ensuring optimal user experiences across platforms.
- **User Research & Insight Analysis:** Conducted in-depth **user research** and **usability analysis** to understand user behaviours, pain points, and expectations. Utilized research findings to drive informed design decisions and enhance user satisfaction.
- **Cross-functional Collaboration:** Worked closely with Product Management, Engineering, and other key stakeholders to define, prioritize, and execute comprehensive user experience designs, ensuring alignment with both business objectives and user needs.
- **Agile/Scrum Workflow Management:** Applied **Agile and Scrum methodologies** to streamline design processes, ensuring efficient, iterative development cycles. Integrated user feedback throughout the design process to continuously refine and optimize product experiences.
- **Accessibility & Usability Expertise:** Championed accessibility and usability best practices by designing inclusive and effective user interfaces for diverse audiences, ensuring all products adhere to **WCAG** standards and meet user accessibility needs.
- **Design Systems & Documentation:** Created and maintained comprehensive design documentation, including **style guides, design systems**, and interaction specifications, to ensure consistency in design and seamless collaboration across development teams.
- **Continuous Improvement & Iteration:** Fostered a culture of continuous improvement by advocating for regular user testing, feedback loops, and iterative refinement of design solutions to enhance user experience and meet evolving user expectations.
- **Trend Monitoring & Competitive Analysis:** Proactively researched and analyzed industry trends, competitor designs, and emerging technologies to inform innovative user experience strategies, positioning the company as a leader in design excellence.
- **Audience & Workflow Analysis:** Developed a deep understanding of target audiences, their workflows, and unique needs. Created tailored design solutions that balanced user needs with business goals, driving product adoption and customer satisfaction.
- **Leadership & Mentorship:** Provided mentorship to junior designers, encouraging the adoption of best practices, promoting design excellence, and supporting professional growth within the team.
- Preparing complete product specification document and sharing with team including engineers and 3D artists through **GitHub**.

Senior UI/UX Designer, Capgemini _____ **July 2021 – September 2021**

Projects: IKEAInvst

Tools/Technology: Figma, FigJam, Lucid charts, Illustrator

Roles & Responsibilities:

- Conducting **User Research** by using various techniques for discovering project scope.
- Defining and creating **User Personas & Empathy Map** to understand and advocate end user goals.
- Developing **Low and High Fidelity Wireframes** to confirm the flow and converted them into **UI Mock-ups and Interaction Designing**.
- Resolving usability issues by conducting **Heuristic Evaluation and VIMM model**.
- Sharing project specification document with the product team along with developers.

UI/UX Designer, ZKTeco _____ **April 2020 – October 2020**

Projects: Minerva IoT

Tools/Technology: Adobe XD, Photoshop, Illustrator, Lucid charts,

Roles & Responsibilities:

- Working closely with product team to discover the project scope and gathering requirements.
- Understanding the core requirement & defining the problem statement.
- Conceptualizing the ideas with **empathy** which brings simplicity and user friendliness.
- Developing **user personas** and scenarios in order to enhance functionality and usability for key users.
- Defining navigation, **user flows, sitemaps and low & high fidelity wireframes** focusing navigation.
- Designing **mock-up & interactive prototype** for communicating detailed interactive behaviour.
- Demonstrating designs with product and **cross functional** team, receiving feedback, advocating end user for best practices & iterating designs based on the feedback.
- Considering **WCAG** to make sure of the application more accessible for the end users.
- Defining the **design system** and sharing the required work material with the developers.

UI/UX Designer, NetBrahma Studios _____ **September 2017 – April 2020**

Projects: MedTell, StoreKing, Ez Event, Patient Billing

Tools/Technology: Adobe XD, Photoshop, Illustrator, Lucid charts, Balsamiq, HTML5, CSS3, NotePad++, Visual Studio

Roles & Responsibilities:

- **Understanding** the product specifications and user psychology.
- Followed **User/Human-Centered Design** approach for resolving the end user problem.
- Conducting required **User Research** methods like **Qualitative & Quantitative Methods**.
- Translating concepts into **User Flows, Personas, Wireframes, Mockups and Prototypes**.
- Communicating design process, ideas and solutions with **Cross Functional Team and advocating end user needs**.
- Creating **Interaction Designing** for the final prototypes.
- Aligning the **Cross Functional Team** including **UI designers** to work on the insights & delivering aesthetically pleasing UI.
- Refining the product design based on the results of **(WCAG) accessibility and usability test reports**.
- Designing & sharing **Design System** and required work material with developers.

Graphic Designer, Team Pumpkins _____ **January 2014 – August 2017**

Projects: Social Media Advertising and Web Designing

Tools/Technology: Adobe XD, Photoshop, Illustrator, CorelDraw

Roles & Responsibilities:

- Preparing work to be accomplished by gathering information and materials.
- Conceptualizing, develop, and executing visual elements such as **Illustrations, logos, layouts, and photos**.

- Illustrating concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
- Creating engaging visuals for websites, presentations, newsletters, social media, and print materials.
- Refining designs based on feedback and ensure final assets are polished and on-brand.
- Stay up to date with industry trends, tools, and best practices.
- Maintaining technical knowledge by attending design workshops, reviewing professional publications, participating in professional societies.

PROJECTS

AR/VR Applications:

- Led the product team in developing immersive AR/VR experiences tailored for end users across the platform.
- Collaborated consistently with cross-functional teams to ensure the seamless integration of the design elements.

B2B and B2C Applications:

- Executed user research and testing intuitive to enhance workflows and boost user adoption within complex business environments.
- Evaluated user behaviour and feedback to facilitate ongoing improvements for optimizing UI for the internal projects, prioritizing usability and efficiency for enterprise users.

Employee Management Applications:

- To understand end users engaged in a comprehensive UX process, from user research to testing process.
- Crafted an intuitive mobile UI/UX for an employee management application, emphasizing user friendly navigation and the ease of achieving goals.

E-Commerce Applications:

- Created user-centric UI/UX designs for e-commerce platform, improving product discovery and enhancing conversion rates.
- Streamlined the checkout process and optimized product page layouts leading to increase user retention and sales.

Medical/Health Care Applications:

- Conducted necessary user research to comprehend end user requirements, gathering valuable insights for designing patient portals and healthcare solutions with focus on accessibility and usability.
- Developed visually appealing data visualization, facilitating easy search and booking of Doctor Appointments.

SKILLS

UX Design:

User- centered designing | Human - centered designing | Design Thinking | Qualitative and Quantitative User Research types | Empathy Mapping | Personas | Story Boarding | Information Architecture | Site-Mapping | User Flows | low & High-Fidelity Wireframes | Interactive Prototype Designing | Interaction Designing | A/B Testing | VIMM Model | Heuristic and Usability Evaluation | WCAG | Following Design Guidelines.

UI Design:

Visual Designing | Mock-Up | Color Theory | Typography | Iconography.

Design System:

Creating and following Design System | UI style guide designing | Components and Token Designing.

Graphic Design:

Logo designing | Banner Designing | Illustrations | InfoGraphics etc.

Tools & Technologies

UI/UX Tools:

- Figma, FigJam
- Sketch
- Axure RP
- InVision
- Lucid chart
- Balsamiq

Adobe Creative Suite:

- XD
- Photoshop
- Illustrator

3D Tool:

- Blender 3D

Editing Tools:

- OliveEditor
- Audacity

Technologies:

- GitHub
- HTML5
- CSS3
- JavaScript
- Notepad++
- Visual Studio

Education

Master of Computer Applications 2010-2013

G.Pulla Reddy Engineering College (Autonomous), Karnool, Andhra Pradesh

Jawaharlal Nehru Technology University, Ananthapuram, Andhra Pradesh

Bachelor of Science, Computer Science 2007-2010

S.V. Degree and PG College, Ananthapuram, Andhra Pradesh

Sri Krishnadevaraya University, Ananthapuram, Andhra Pradesh

Date

Govardhana Giri V