

# GOVARDHANA GIRI V

Bengaluru | [v.govardhana@gmail.com](mailto:v.govardhana@gmail.com) | [vgovardhan010@gmail.com](mailto:vgovardhan010@gmail.com) | +91 9849017183 | +91 7382435054 | [My Portfolio](#)

## PROFESSIONAL SUMMARY

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A Senior Technical Lead Specialized in UI/UX Designing with over 10 years of expertise in crafting intuitive and engaging user experiences across AR/VR, mobile, and web platforms. Demonstrated ability to design user-centric solutions for diverse domains including healthcare, e-commerce, enterprise applications and more. Adept at leveraging user research, wireframing, prototyping, and usability testing to deliver high-quality designs. Proven track record of enhancing user satisfaction and driving product success through innovative and aesthetically pleasing design solutions.

## PROFESSIONAL EXPERIENCE

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**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++

**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-brands.
- 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.

## **SKILLS**

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### **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, Info graphics etc.

## **Tools & Technologies**

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<b>UI/UX Tools:</b>	<b>Adobe Creative Suite:</b>	<b>3D Tool:</b>	<b>Editing Tools:</b>	<b>Technologies:</b>
<ul style="list-style-type: none"> <li>• Figma, FigJam</li> <li>• Sketch</li> <li>• Axure RP</li> <li>• InVision</li> <li>• Lucid chart</li> <li>• Balsamiq</li> </ul>	<ul style="list-style-type: none"> <li>• XD</li> <li>• Photoshop</li> <li>• Illustrator</li> </ul>	<ul style="list-style-type: none"> <li>• Blender 3D</li> </ul>	<ul style="list-style-type: none"> <li>• OliveEditor</li> <li>• Audacity</li> </ul>	<ul style="list-style-type: none"> <li>• GitHub</li> <li>• HTML5</li> <li>• CSS3</li> <li>• JavaScript</li> <li>• Notepad++</li> </ul>

## **Education**

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### **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