GOVARDHANA GIRI V

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PROFESSIONAL SUMMARY

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

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 an**d 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

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

UI/UX Tools:	Adobe Creative Suite:	3D Tool:	Editing Tools:	Technologies:
• Figma, FigJam	• XD	• Blender 3D	• OliveEditor	• GitHub
• Sketch	• Photoshop		• Audacity	• HTML5
• Axure RP	• Illustrator			• CSS3
• InVision				• JavaScript
• Lucid chart				• Notepad++
• Balsamiq				

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