

# DAREN LOBO

UX DESIGNER

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I'm fascinated by creating elegant solutions to complex problems and crafting meaningful experiences for the user. My growth mindset helps me see problems as challenges, and hurdles as opportunities.

## PROFESSIONAL EXPERIENCE

- ONI - Early Life Programming**  
UX Designer  
Sep '20 - Feb '20
- Architect to the design, fostering the child's development and growth in the first 1000 days of life.
  - Created the foundation for the brand's design and goals
  - Roadmapped and implemented UX & content strategies
  - Wore multiple hats as a generalist UX designer, handling responsibilities from research to production redlining.
  - Recruited and aligned junior designers, expanding the team from 1 to 5 members.

- Microsoft India (R&D)**  
Intern, UX Design  
May '20 - Jul '20
- Instrumental in building an Excel powered platform to create custom apps for small-medium businesses (SMBs).
  - Drove the design effort from concept to implementation as the project's sole UX intern.
  - Interviewed users from a diverse array of SMBs from bakeries to clothing stores, to understand their needs.
  - Envisioned a 2-part solution combining Excel Web & Mobile for designing and deploying custom apps.
  - Leveraged Microsoft Fluent design system to create a scalable solution that fits seamlessly into Office.
  - Collaborated closely with developers to launch a working proof-of-concept within 12 weeks.

- Connectplus Innovations**  
UX Designer  
Dec '19 - May '20
- Revamped design for a SaaS based community-building mobile app for enterprises, and the company's website.
  - Spearheaded the creative effort by driving product design decisions based on market research.
  - Created & documented a flexible design system to ensure scalability and future-proofing.
  - Liaised with developers by providing thorough redlines & thorough design reviews.

- Fractal Ink Design Studio**  
Intern, UI Design  
May '19 - Jun '19
- Contributed to a myriad of clients & projects across diverse industries ranging from hospitality to finance.
  - Leveraged client meetings to understand needs.
  - Learned from experienced industry players.

## EDUCATION

**Bachelor of Design**  
IIT Bombay  
2017 - 2021  
Educated at the IDC School of Design with a core focus on interaction design and electives in philosophy, linguistics and literature.

## SKILLS & TOOLS

Contextual Inquiry  
Concept Development  
Creating Style Guides  
Production Redlines  
Usability Testing

Problem Solving  
Storytelling

Principle - Figma -  
Adobe CC - Sketch

HTML | CSS | JS  
C / C++ / C#  
Arduino

## VOLUNTEER WORK

- National Service Scheme**  
Jun '17 - Mar '18
- Volunteered with the National Service Scheme for close to a year to design, prototype and develop a smart walking stick for the visually impaired.