RESHMA K V

UI/UX & PRODUCT DESIGNER

Portfolio: reshmakv.com

Senior Product Designer with 10+ years of experience specializing in problem discovery, UX strategy, and designing data-driven workflows. HFI CUA–certified, with a strong foundation in human-centered design, usability principles, and research-led decision-making. Skilled at turning ambiguous product requirements into scalable design systems and intuitive end-to-end user journeys. Known for strong cross-functional collaboration, stakeholder alignment, and using user research and analytics to drive product decisions. Experienced in defining user and agentic experiences for generative AI platforms and advancing AI-driven product capabilities.

EXPERIENCE

SENIOR LEAD PRODUCT DESIGNER - GSK   NOV 2021 – PRESENT

Led the end-to-end design of Generative AI - powered applications and intelligent agent workflows, guiding product vision from concept to production launch.

Partnered closely with product managers, engineers, data scientists, and domain experts to deliver human-centred experiences that balanced user needs, technical constraints, and business outcomes.

Conducted in-depth user research (interviews, task analysis, usability studies, journey mapping, and design workshops) and translated insights into scalable, intuitive product experiences.

Defined UX strategy, created design systems, and shaped data driven workflows for complex enterprise and regulated environments.

Mentored designers, provided design direction, and improved team processes to elevate design quality and promote a culture of continuous improvement and experimentation.

UI/UX DESIGNER – EY (ERNST AND YOUNG).   AUG 2014 - OCT 2021

Analyzed requirements and translated them into user flows, information architecture, and high-fidelity interactive wireframes for web, mobile, and small-form-factor devices.

Built and evolved design systems and component libraries, introducing reusable patterns that improved design consistency, scalability, and delivery velocity across teams.

Designed and delivered front-end experiences, translating UI/UX designs into production-ready interfaces using modern front-end technologies.

Collaborated with cross-functional teams to refine requirements, improve workflows, and ensure seamless alignment between design, engineering, and business goals

ANDRIOD DEVELOPER – QBURST   JUN 2014 - AUG 2014

Worked on Android application development with a focus on Bluetooth Low Energy (BLE) integrations and device connectivity.

CERTIFICATION AND ACHIEVEMENTS

- Human Factor International Certified Usability Analyst (2014-5133)
- Rewarded GSK's prestigious Ahead together award (2023), many silver, bronze awards for the individual contribution to patient focused initiatives.
- EY's Extra Miler Award for the contribution to the world's first blockchain enabled marine insurance platform

CONTACT

reshma.k.varkey@gmail.com

+919895907665

Bengaluru, Karnataka, India

linkedin.com/in/reshma-k-v

SKILLS

Product Design
User Experience Strategy
Product Discovery & Framing
User Research
Customer Journey Mapping
Persona Development
Information Architecture
Wireframing & Prototyping
Usability Testing
Heuristic Evaluation
Workshop Facilitation
Stakeholder Management
Cross-Functional Collaboration

TOOLS

Figma
Adobe XD
Sketch
Balsamiq
Axure
Adobe Photoshop
Mural
Miro
Jira
Github Copilot

EDUCATION

B-TECH INFORMATION TECHNOLOGY (2010-2014)

Mahatma Gandhi University