VARUN MISHRA

Product Development · AI-Driven UX · Full-Stack Innovation

👤 PROFESSIONAL SUMMARY

A versatile product professional bridging the gap between AI automation, UX/UI design, and full-stack development. I have a track record of transforming complex business requirements into elegant, interactive, and intelligent solutions, from enterprise workflows to consumer applications.

💼 EXPERIENCE

Werkstudent, AI, Automation & Product Development
Conrad Electronic SE | Hirschau, Germany

Mar 2023 – May 2025

› Built an intelligent automation ecosystem (Zapier, GPT-4) that cut support ticket volume by **60%** for **400+** B2B partners by automating KPI reporting, quality alerts, and partner request routing.

› Managed a complete UI/UX overhaul of the seller support platform, shifting from a technical structure to a user-centric, journey-based information architecture.

› Designed and developed a functional React/Next.js prototype for a new Zendesk Help Center (Live Mockup) and presented a bilingual AI chatbot proof-of-concept to key stakeholders.

› Managed the full project lifecycle, from discovery and stakeholder interviews to development, documentation, and training two interns on automation best practices.

View Detailed Conrad Experience →

UI/UX Designer
HeySaadhak | New Delhi

Apr 2021 – Jul 2022

› Owned the end-to-end UI/UX design in Figma for a social learning platform, delivering a complete system of interactive specifications for web and mobile that enabled an on-schedule product launch.

Freelance Full-Stack Developer
Remote / New Delhi

Jan 2019 – Dec 2021

› Designed, built, and maintained **5+** responsive websites for clients across real estate and creative arts, including White Door Homes and the artist portfolio for Sanchit Babbar.

› Provided end-to-end services from UX design (Figma) and development (React, Node.js, WordPress) to deployment and maintenance, increasing organic traffic by 35% for one client through SEO and improved lead capture.

Front-End Engineer
Design Everest | San Francisco, USA

Nov 2016 – Apr 2017

› Rebuilt the corporate website in React, implementing a redesigned, user-tested navigation that improved key form completion rates by **25%**.

🚀 KEY PROJECTS

📱 OneTap – Factory Time Tracking IoT System

Led the full-stack development of an IoT time-tracking system that solved a critical data-accuracy problem for a major industrial partner (Krones AG). Built a complete ecosystem—from a native Swift/watchOS app to a real-time Next.js dashboard—powered by Node.js and Socket.IO, achieving a System Usability Score of 87.5.

View Project Details →

🌿 Vertical – Smart Hydroponic Farming System

Initiated and led the product strategy for an in-home hydroponic farming system, framing it as a solution to the "broken food system." Drove the project from initial market research to a functional IoT hardware prototype, developing the brand identity, business plan, and pitch deck that secured market validation at the BayStartup conference.

View Project Journey →

🎮 Make or Spot – AI-Generated Party Game

Created a production-ready physical card game by mastering the challenge of AI-driven design consistency. Developed a sophisticated "master prompt" engineering workflow in ChatGPT to generate 90 unique, stylistically-cohesive card illustrations, solving a key problem in generative AI and evolving the product from a simple party prototype to a polished final version.

View Development Process →

🖥 Exceleron – AI-Powered Presentation Platform

Invented a novel Figma-to-interactive-pitch pipeline using a collaborative AI workflow, creating an AI-driven engine to transform a dense 27-slide deck into a dynamic web presentation. This delivered a themed, interactive story for a major energy-tech client under a 48-hour deadline, resulting in 100% client approval and praise from the CEO.

View AI Workflow →

📍 Contact Information

📍 Weiden in der Oberpfalz, Germany

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🌐 View Digital Portfolio

⚙ Core Skills

Product & AI
Product Strategy, UI/UX Design, Prompt Engineering, Generative AI Workflows (Midjourney, Claude), Automation (Zapier, n8n), REST APIs

Design & Creative Tools
Figma, Adobe XD, Photoshop, Canva, Final Cut Pro

Front-End Development
React, Next.js, JavaScript (ES6+), HTML5, CSS3, Tailwind CSS, Design Systems

Back-End & Mobile
Node.js, Express, MongoDB, Socket.IO, Swift (iOS/watchOS)

Tools & Process
Git, GitHub, Vercel, Agile/Scrum, ARIS (BPM), JIRA, Cursor IDE, Microsoft Office Suite (Excel, Word, PowerPoint)

🎓 Education

B.Sc. Digital Technology & Management
OTH Amberg–Weiden, Germany (Expected 2026)

A.S. Computer Science
De Anza College, Cupertino, USA (2015)

🏅 Certifications

ARIS for Business Process Management
Software AG (Jul 2022)
Gained expertise in process modeling, analysis, and optimization using the ARIS platform.

Full-Stack Development: Flutter & Node.js
Udemy (Jun 2020)
Completed an in-depth course on building cross-platform mobile apps with a Node.js backend.

Big Data Foundations
WSB University, Poznan (Jun 2023)
Learned core concepts and techniques for processing and analyzing large-scale datasets.

🤍 Leadership & Volunteer

Student Council Member
OTH Amberg–Weiden (2023–2024)
Represented student body and managed campus event social media.

Innovation Challenge Lead
Antwerp, Belgium (Feb 2023)
Led a 5-member team in a design thinking challenge to revive local retail for the brand e5.be.

Media Team Producer
Kaleido Retreat (2024)
Produced photo and video content for a major wellness retreat.

🈯 Languages

English: Fluent (Native-level)

German: Working Proficiency (B1)

Hindi: Native Speaker

✨ Hobbies & Interests

Generative AI
Exploring and creating video, art, and music with AI models.

Creative & Outdoors
Traveling, cooking, board games, playing guitar, photography, and hiking.