VARUN MISHRA

DIGITAL PRODUCT DEVELOPER

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⬡ SUMMARY

Innovative and results-driven digital product developer with extensive experience in UI/UX design, full-stack development, and AI-driven automation. Proven ability to lead projects from concept to execution, leveraging technology to enhance user experiences and drive business growth. Adept at collaborating within interdisciplinary teams to deliver effective solutions in fast-paced environments.

🖥 EXPERIENCE

CONRAD ELECTRONIC SE

Werkstudent, AI, Automation & Product Development | 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.

HEYSAADHAK

UI/UX Designer | 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.

REMOTE / NEW DELHI

Freelance Full-Stack Developer | 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.

DESIGN EVEREST

Front-End Engineer | Nov 2016 – Apr 2017

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

〰 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.
Technologies: Swift, Next.js, Node.js, Socket.IO

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.

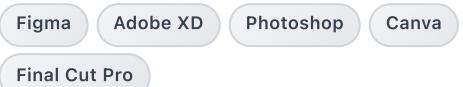### Make or Spot – AI-Generated Party Game

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.
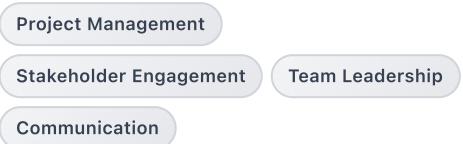
💡 SKILLS

TECHNICAL

Product Strategy   UI/UX Design

Prompt Engineering

Generative AI Workflows (Midjourney, Claude)

Automation (Zapier, n8n)   REST APIs

React   Next.js   JavaScript (ES6+)

HTML5   CSS3   Tailwind CSS   Node.js

Express   MongoDB   Socket.IO

Swift (iOS/watchOS)

TOOLS

Figma   Adobe XD   Photoshop   Canva

Final Cut Pro

SOFT SKILLS

Project Management

Stakeholder Engagement   Team Leadership

Communication

LANGUAGES

English   German (B1)   Hindi

⬡ EDUCATION

B.SC. IN DIGITAL TECHNOLOGY & MANAGEMENT
OTH Amberg-Weiden
Expected 2026

A.S. IN COMPUTER SCIENCE
De Anza College
2015

⊘ CERTIFICATIONS

ARIS FOR BUSINESS PROCESS MANAGEMENT
Software AG
Jul 2022

FULL-STACK DEVELOPMENT: FLUTTER & NODE.JS
Udemy
Jun 2020

BIG DATA FOUNDATIONS
WSB University
Jun 2023

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.

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