Varsha B

Varshabreddy17@gmail.com www.varshabreddy.com

EXPERIENCE

UX Design part time Intern at Wo.life   *Bangalore Dec 2022 to March 2023*

- Designed 70 + Screens for wo.life mobile application, ensuring consistency and usability across all touchpoints.
- Collaborated closely with co-founder and developer to deliver product features on time And within budget.
- Conducted user research and testing to inform design decisions and improve user experience.
- Utilized design tools such as Figma and Sketch to create high -fidelity mockups and prototypes.

AD- intel Analyst at Nielsen   *Bangalore April 2022 - Current*

- Team coordinator of 12 analysts , ensuring consistency and accuracy in all outputs.
- Maintained up-to-date knowledge of industry trends and best practices
- Collaborated with other teams, to ensure accurate and timely delivery of classification results.
- Achieved 96+ MRC ratings consistently from the past one year.

Analyst at Responsive media tech Services   *Bangalore June 2021 to February 2022*

- Set up campaigns on Adform Ad serving by assigning line items and tags to campaigns , ensuring accurate and timely delivery of ad content.
- Trained junior team members on ad campaign setup and ad serving best practices, Ensuring consistency and accuracy in all outputs.

SKILLS

- Technical: Figma, Adobe XD, Sketch, InVision, HTML/CSS
- Design: User Research, Information architecture, Wireframing, Usability Testing, Prototyping, Design System, Responsive Web
- Collaboration: Slack

EDUCATION

B.tech in Computer Science Engineering at Presidency University   *Bangalore 2017-2021*
Google Foundation of UX design Certificate   *2023*
UX Jumpstarter Bootcamp from Imagin XP   *2023*