



# Varsha B

## Product Designer

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## Education

### UX Design Jumpstarter Certificate Course | Imagin XP

2022 / Bangalore

### Bachelor of Computer Science | Presidency University

2021 / Bangalore

### Class 12th - PCMC | Nagarjuna PU University

2017 / Bangalore

### Class 10th - CBSE | S.D.U.I.R.S

2015 / Bangalore

## Projects

### Nest App

September, 2022 / Imagin XP

- Designed a full fledged management app that can be used by both owners and residents.
- Used 6D Method: Discover, Define, Dream, Design, Develop, Deliver.
- Tools used : Figma , Adobe XD

## Experience

### Analyst | Nielsen Sports

April 2022 - Current/ Bangalore, India

My role is viewing, analyzing, classifying and coding television material. This includes determining the type, classification, duration and creative characteristics of television material.

### Analyst | Responsive Media Tech services

June 2021 - March 2022/ Bangalore, India

My role is setting up ad campaigns on adform Ad serving by assigning the line items and tags to the campaigns

## Skills

### Design

UX strategy,  
User flows,  
Concept sketches,  
Experience mapping,  
Wireframes,  
Prototypes,  
Mockups,  
Design systems

### Research

User interviews,  
Usability testings,  
Persona hypothesis,  
Competitor analysis,  
Tree testing

## Tools

### Design

Figma, Adobe XD,  
Sketch, inVision,  
Photoshop, HTML,  
CSS, Java Script

### Research

Useberry

### Product / Project Management

Trello, Slack, Notion