

# Varun Nair

## User Experience Designer

Portfolio - [varunnair2001.github.io/portfolio/](https://varunnair2001.github.io/portfolio/)

Mail ID - [varun4nair@gmail.com](mailto:varun4nair@gmail.com)

LinkedIn - [@varun-nair2](#)

### Work Experience

#### **VoloFin Services Pvt Ltd. / UX Designer**

May 2022 - Present | Mumbai, India

- Responsible for structuring the work flow of our in-house blockchain platform & defining processes for multiple teams.
- Collaborated with cross-functional teams to identify system flaws & worked closely with developers to build a solution.
- Designed 48 creative deliverables for the marketing & sales team, including flyers, business decks & social media posts

#### **Lemon Yellow LLP / UI Design Intern**

May 2021 - Aug 2021 | Thane, India

- Learned design concepts & best practices from professionals, while servicing 3 clients from Banking, SaaS & EdTech domains.

### Education

#### **Anil Surendra Modi School of Commerce / BBA**

Jun 2019 - May 2022 | Mumbai, India

- Integrated a customer-centric perspective, honing my understanding of consumer behavior & market dynamics. This helps me align user needs with the organization's goals.
- Developed project management skills, enabling efficient execution of design projects. Gained expertise in collaborative work, effective communication, and driving shared objectives.

### Notable Projects

#### **VoloFin Portal Revamp / VoloFin**

Aug '22 - May '23 | Consumer Banking, Equity Finance

- Undertook a structural revamp of an invoice financing portal, with a CRM, credit repositories & multi-currency transactions.

#### **SYNC Mobile App / Remarkable Design-athon '23**

Jul '23 | AI, Natural Language Processing, Pro-tactile

- Designed a mobile app for interpretation of sign languages during a 5-week long design-athon, leading a team of 4.

#### **VoloTrade Exchange Platform / VoloTrade**

Jun '23 - Present | Supply Chain Financing, Trade Exch.

- Initiated a platform design covering the entire supply chain - procurement, marketplace, financing & commodity exchange.

### Skills & Tools

#### **Design**

Interaction, Design System, Information Arc., User Flow, Wireframe, Prototype, Figma, Miro

#### **Research**

User Testing, Interview, Survey, Persona, Card Sort, Journey Maps, A/B Test, Heuristic Eval.

#### **Programming**

HTML5, CSS3, JavaScript, Responsive Design, Bootstrap, Jira, Animations, Developer Collab.

### Volunteering

#### **Vice President - Design, Tech Club NMIMS**

Apr '21 | Organized 4 Tech Events & Seminars

#### **Head of Dept. Web Design, Tech Club NMIMS**

Apr '20 | Taught Web Design to 25+ Students

### Certifications

#### **Extended Reality, University of Michigan**

Aug '23 | Understand, Design, Develop for XR

#### **Interaction Design, UC San Diego**

Jul '23 | Visual Design, Perception, Cognition

### Publications

#### **Exploratory Analysis for Online Customers**

Aug '23 | Understanding Consumer Behavior

#### **E-Comm. Website Satisfaction Parameters**

Aug '23 | How UI Elements Satisfy Customers

### Participations

#### **Remarkable Designathon '23 - Impactful AI**

Jul '23 | Led a Team to Design for Social Good

#### **Thrive Design Article Challenge by TopCoder**

Jun '23 | Published 5 Articles for BootCamp