



VARUN SUDHAKAR

DESIGN MANAGER
UX/PRODUCT

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ABOUT ME

I'm an **end-to-end designer** who loves solving challenging problems

WORK EXPERIENCE

HotelHub LLP / UX Manager

MAY 2019 - Present, Bangalore

Mentor and manage a team of passionate UX designers, coordinating their activities and ensuring high-quality performance on all deliverables.

- Working with the business to understand what it needs from the UX team, and identifying opportunities or creating new products.
- Create Workflows, Personas, User Flows, Task Flows, interaction flows/information architecture, low and high fidelity mock-ups, navigational flows, and prototypes.
- Project planning and resource management.

Laerdal Medical / Design & Human Factors Lead

APRIL 2018 - MAY 2019, Bangalore

Identified user needs and business requirements and communicated design deliverables, such as Personas, User Scenarios, UX specs, task flows, wireframes, navigation maps, storyboards, mockups, prototypes, localization, accessibility, visual design, and design patterns.

- Responsible for conceiving and conducting user research, interviews and surveys, and translating them into sitemaps, wireframes, prototypes, and visual designs.
- Design the overall functionality of the product and iterate upon it to ensure a great user experience.
- Translate concepts into wireframes and mockups that lead to intuitive user experiences.
- Facilitate clients product visions by researching, conceiving, wire-framing, sketching, prototyping, and mocking up user experiences for digital products.
- Design and deliver wireframes, user stories, user journeys, and mockups optimized for a wide range of devices and interfaces.
- Identify design problems and devise elegant solutions.
- Make strategic design and user-experience decisions related to core, and new, functions and features.
- Take a user-centered design approach and rapidly test and iterate the designs.

Happiest Minds / User Experience Specialist

APRIL 2015 - MAY 2018, Bangalore

Collaborate with the product and engineering teams to craft high quality user experiences through the design of the customer facing web application user interface, iPhone and Android mobile applications.

- Identifying alternative design strategies, assessing design viability and rapidly transform business requirements into a user interface design.

CERTIFICATIONS

UX Design

Professional Certificate

MAY 2021- GOOGLE

Foundational concepts in UX design, such as user-centered design, the design process, accessibility, and equity-focused design.

Explain why design sprints are an important and useful part of a UX designer's work.

Interaction Design Foundation

HCI

2021- In-Progress

Advance Multimedia Specialist Program

2003 - 2005 - Arena Animation

EDUCATION

Bachelor of Fine Arts

2013 - 2016- Applied Arts - KSOU
3rd year waiting for final exams

Bachelor of Commerce

2003 University of Kerala

WHAT I DO?

SKILLS

- UX Design
- Visual Design
- Interaction Design
- User Research
- User Journeys
- Task Flows
- Information Architecture
- Heuristic Evaluation
- Personas
- Wireframing
- Mockups
- Prototyping
- Branding
- Animation

Frontend

- HTML, CSS
- Javascript
- Bootstrap
- Magento

TOOLS

- Adobe XD
- Figma
- Sketch
- Invision
- Adobe CC
- Balsamiq
- FCP
- Zeplin

CONTINUED →

WORK EXPERIENCE- CONTINUED

Happiest Minds / User Experience Specialist

- Work with Project Managers, and Product Managers to produce project estimates and plans by analyzing and clarifying requirements.
- Participate in the software development life-cycle including functional definition, user flows, interaction models, user interfacedesign, graphic design, page layouts, colour palettes, content style guides and design patterns, wireframes, prototypes, polished visual design, site maps, and navigation schemas.
- Identifying and producing estimates for tasks including response to detailed BRD, task analysis, usability testing, and individual UI specifications.
- Created UI concept based on ideation and high-level requirements, wireframes, hi-fidelity prototypes and conduct end-user research.
- Identifying alternative design strategies, assessing design viability, and rapidly transform business requirements into a user interface design.
- Designing and implementing high-fidelity clickable mockups of the product weekly Agile Sprints.

DELL INC / UX Multimedia Specialist

JAN 2012 - APRIL 2015, Bangalore

Responsible for Design, UI/UX Creation, Prototypes, Wireframes, Flash Interactive presentations and implementation, administration, and operation of training programs, practices, and procedures to all levels.

- Develop programs and practices to identify developmental needs. Provide ongoing consultation on training and development research, learning theory, motivation theory, and new materials.
- Develop concepts for the interface of web templates, promotional and marketing-related projects.
- Identified user needs and business requirements and communicated design deliverables, such as specifications, templates,storyboards, wireframes, and mock-ups.
- Liaised with the product development team to help develop user research and usability tests, Flash elements for website and presentations and product based photography.
- Develop in partnership with the project managers, copywriters, graphic designers, and vendors, breakthrough concepts and designs for multiple products.

IndiadesignsZ / Team Lead

JUNE 2008 - SEP 2011, Palakkad

- Plan, direct, and coordinate all activities in the Media Division department.
- Create interactive prototypes and UI specifications, including screen layouts, colour palettes, typography, and user-interface elements..

Vanilla Networks / Sr. Web Designer and Animator

MARCH 2006 - MAY 2008, Trivandrum

- Responsible for layout, maintenance, updating, design and development of websites according to the client's requirements. Created various brochures, fact sheets, press releases and other communications tools, flash intros, web pages, PPT presentations, and graphics.
- Create HTML pages for developers, so that they can further convert to ASP and JavaScript pages, which include back office design, online Forms, user Interface etc.

Allotrope Business Solutions / Web Designer

APRIL 2004 - FEB 2006, Trivandrum

- Develop concepts for the interface of web products, and marketing and sales related projects.
- Created various brochures, flash demos, web pages, PPT presentations, and graphics of product demo for marketing.

Indriyum / Web Designer

DEC 2002 - APR 2004, Trivandrum

- Generate web-based graphics, advertising, and multi-media interactive content.
- Created marketing materials brochures, flash demos, web pages, and company's online presentations.

AWARDS



Dell

2 Bronze Awards (FY12-FY13)
Best Performer



Vanilla Networks

Best Employer Award March 2007



RECOGNITIONS

My Personal Portfolio website

www.vdesignstudio.com has been selected in numerous blogs under various categories

Indiatimes - 16 Really Edgy Resumes That Landed Candidates Their Dream Job

30 Outstanding Resume Designs You Wish You Thought Of

70+ Fresh and Creative Single Page Website Designs

Hot Web Design Trends: Parallax Scrolling Effects in 90 Examples

Single Page Website Designs: 100 Creative Single Page Website Designs

60 Very Well-Designed Websites with Huge Typography | DesignBeep

25 Single Page Portfolio Websites | Inspiration

25 Examples of Beautiful Contact Forms | Inspiration | Pixel Curse



HOBBIES

Games
Artificial Intelligence
Photography
Travelling
Music
Robotics
Digital Art



LANGUAGES

English - Read Write Speak
Malayalam - Read Write Speak
Hindi - Read Write Speak
Kannada - Speak
Tamil - Speak