

VARUN VOOTLA

UX Designer

PROFESSIONAL SUMMARY

UX Designer with 4+ years of experience designing enterprise SaaS, AI, fintech, and healthcare products. Specialized in end-to-end product design, user research, design systems, and accessibility, delivering measurable business outcomes including increased engagement, improved retention, and streamlined enterprise workflows for products serving over 100,000 monthly active users.

SKILLS

Design Skills: Product Design, UX Design, UI Design, Interaction Design, Visual Design, Information Architecture, Design Systems, Wireframing, Prototyping, User Research, User Interviews, Usability Testing, A/B Testing, Journey Mapping, Personas, Affinity Mapping, Inclusive Design, Accessibility (WCAG 2.1)

Tools: Figma (Auto Layout, Variables, Dev Mode), FigJam, Sketch, Adobe XD, ProtoPie, Framer, Webflow, WordPress, Storybook, Zeroheight, Google Analytics, Hotjar, Midjourney, Adobe Firefly, Adobe Creative Suite, After Effects, Rive, Spline

Technical Skills & Collaboration: HTML5, CSS3, JavaScript, React (Familiar), Jira, Confluence, Miro, Agile/Scrum

PROFESSIONAL EXPERIENCE

NVIDIA | UX Designer

Santa Clara, CA | Mar 2024 - Present

- Led the end-to-end UX design for a new onboarding experience in the NVIDIA Developer Suite through iterative, user-validated prototyping and cross-functional collaboration to reduce onboarding setup abandonment by 12%.
- Redesigned the admin dashboard and team management console, enabling enterprise administrators to manage permissions 30% faster and supporting organizational scalability for enterprise SaaS clients.
- Designed subscription management and billing portal interfaces for a B2B SaaS platform, reducing support tickets related to plan changes by 15% and improving user retention.
- Led mixed-method user research with developers and content creators, uncovering key insights that shaped roadmap priorities for AI and graphics tools.
- Designed and executed A/B tests on a key platform feature impacting over 100K+ monthly active users, leading to an 18% improvement in a primary engagement metric.
- Architected and delivered a scalable design system component library adopted by five cross-functional teams, reducing UI implementation time by 25%, improving design consistency, and streamlining developer handoff.

Environment: Figma, FigJam, Storybook, Zeroheight, Google Analytics, Hotjar, Jira, Confluence, HTML5, CSS3, WCAG 2.1 AA, Design Systems, Agile/Scrum

NetBramha Studios | UI/UX Designer

Bangalore, India | May 2021 – Jun 2023

- Led the end-to-end design of a B2C FinTech mobile application from discovery through launch, leveraging user research, interaction design, and iterative prototyping to scale the product to 50K+ active users.
- Restructured the information architecture of a complex healthcare web portal, simplifying user workflows and reducing task completion time by 20%.
- Created high-fidelity, interactive prototypes to communicate product vision, contributing to a \$250,000 project extension from a key client.
- Conducted competitive analysis of 10+ platforms to identify market gaps and define a unique, user-centric product strategy.
- Facilitated remote design thinking workshops for cross-functional teams, producing foundational UX artifacts like user personas, journey maps, and service blueprints.

Environment: Figma, FigJam, ProtoPie, Miro, Jira, Confluence, Google Analytics, Hotjar, HTML5, CSS3, WCAG 2.1 AA, Agile/Scrum

EDUCATION & CERTIFICATIONS

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| • Master of Science in Information Systems, Saint Louis University | St. Louis, MO |
| • Bachelor of Technology in Computer Science Engineering, GITAM University | Hyderabad, India |
| • Google UX Design Professional Certificate | |
| • Certified AI Design Fundamentals | |