

# VARUN VOOTLA

UX Designer | Product Designer

## PROFESSIONAL SUMMARY

UI/UX Designer with 4+ years of experience designing accessible, user-centered digital products for B2B SaaS and enterprise platforms. Expertise in UX strategy, information architecture, and data-driven design to solve complex challenges, improving engagement by up to 18%. Experienced in leading end-to-end design processes and collaborating with cross-functional stakeholders in Agile environments to deliver scalable, research driven solutions. Combines a Master's degree in information systems with hands-on experience to effectively integrate design, product, and engineering.

## TECHNICAL SKILLS

**Design & Prototyping:** Figma (Auto Layout, Variables, Dev Mode), FigJam, Sketch, Adobe XD, InVision, ProtoPie, Framer, Webflow, WordPress

**Design Skills:** Product Design, Experience Design, Interaction Design, Visual Design, Wireframing, Prototyping, Design System Architecture

**Design Systems & Handoff:** Component Libraries, Design Documentation, Developer Handoff, Storybook, Zeroheight

**User Research & Testing:** Usability Testing, A/B Testing, Heuristic Evaluation, User Interviews, Surveys, Personas, Journey Mapping, Affinity Mapping

**Motion & Visual:** Adobe Creative Suite, After Effects, Lottie, Rive, Spline (3D / AR Interfaces)

**Accessibility:** WCAG 2.1 Guidelines, Inclusive Design Principles, IAAP

**Analytics & Visualization:** Google Analytics, Hotjar, Tableau

**Web Technologies:** HTML5, CSS3, JavaScript (Basic), React (Familiar)

**AI & Emerging Tech:** ChatGPT (Prompt Engineering), Midjourney, Adobe Firefly, Ideation Techniques

**Collaboration:** Jira, Confluence, Miro, Agile/Scrum, Design Thinking, Lean UX

## PROFESSIONAL EXPERIENCE

### NVIDIA | UX Designer

Santa Clara, CA | Mar2024 - Present

- Led the end-to-end UX design for a new onboarding experience in the NVIDIA Developer Suite, reducing setup abandonment by 12% through iterative, user validated prototypes.
- 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.
- Redesigned the admin dashboard and team management console, enabling enterprise administrators to manage permissions 30% faster and supporting organizational scalability for enterprise SaaS clients.
- Conducted qualitative and quantitative research initiatives (user interviews, surveys) with developers and content creators, uncovering key insights that shaped the product roadmap for AI and graphics tools.
- Designed and executed A/B tests on a key platform feature impacting over 100,000 monthly active users, leading to an 18% improvement in a primary engagement metric.
- Architected and delivered a scalable, reusable component library, adopted by 5 cross-functional teams, reducing UI implementation time by 25% and improving design consistency.

### NetBramha Studios | UI/UX Designer.

Bangalore, India | May 2021 – Jun 2023

- Owned the complete UI/UX lifecycle for a B2C FinTech mobile application, contributing to its successful launch and growth to 50,000+ active users.
- Restructured the information architecture for a complex healthcare web portal, reducing task completion time by 20% and enhancing user flow efficiency.
- Conducted competitive analysis of 10+ platforms to identify market gaps and define a unique, user-centric product strategy.
- Created high-fidelity, interactive prototypes to communicate product vision, contributing to a \$250,000 project extension from a key client.
- Facilitated remote design thinking workshops for cross-functional teams, producing foundational UX artifacts like user personas, journey maps, and service blueprints.

## KEY ACHIEVEMENTS

- User Engagement:** Improved a core engagement metric by 18% via A/B testing (NVIDIA) and contributed to acquiring 50,000+ active users for a launched product (NetBramha).
- Operational Efficiency:** Accelerated UI delivery by 25% by developing a scalable design system (NVIDIA) and cut user task completion time by 20% through IA restructuring (NetBramha).
- Business Impact:** Secured \$250K in client funding through compelling prototype presentations (NetBramha) and reduced onboarding abandonment by 12% (NVIDIA).
- Research Leadership:** Increased user task success rates by 18% across projects by conducting research and usability testing with over 1,000 participants.

## EDUCATION & CERTIFICATIONS

- Master of Science in Information Systems, Saint Louis University
- Bachelor of Technology in Computer Science Engineering, GITAM University
- Google UX Design Professional Certificate
- Certified AI Design Fundamentals (Prompt Engineering)

St. Louis, MO  
Hyderabad, India