

Harsha Vardhan

Senior UI/UX Designer

Location: Hyderabad, India
Mobile No.: +91-9966936100
Email ID: vardhan298@gmail.com

EXPERIENCE

Wells Fargo India, Hyderabad September 2021- Present
Senior Product Designer

- Designed a self-service HR platform for enterprise employees, leading to a 50% increase in user engagement and a 30% reduction in ticket requests and manual support within the first year.
- Manage a cross-functional team to revamp the knowledge base and support article library, utilizing automated tools which lowered user engagement time by 25%, driven by data insights.
- Initiated a user experience transformation, leveraging virtual chat agents and tools for a minimized wait times and expedite HR request resolutions.
- Conducted user research and usability testing to translate insights into design concepts and solved complex UX problems, resulting in a 20% increase in user satisfaction and improved product usability.
- Established high-fidelity prototypes and branded logos using Figma and Adobe Illustrator, improving stakeholder buy-in, streamlining feedback cycles by 40%, and accelerating decision-making.
- Mentoring junior designers, fostering a culture of creativity, collaboration, and professional growth within the team.
- Advocate for inclusive design principles and interface guidelines in SDLC process leading to the launch of ADA-compliant digital products, bolstering brand reputation among socially conscious users.

Tata Consultancy Services, Hyderabad August 2013 - September 2021
Lead UI/UX Designer

- Spearheaded a team of around 6 UX Designers for a tenure of 4+ years to provide a best-in-class talent.
- Crafted wireframes, storyboards, design patterns, and user pathways, improving the product process by 20%.
- Elevated the end-to-end experience of CRM systems by conducting usability reviews, identifying UX issues, and proposing recommendations.
- Effectively articulated nine complex interactive design concepts clearly and persuasively across various audiences at both product and business levels.
- Facilitated multiple design thinking workshops, identifying key user pain points and driving subsequent improvements to the product roadmap.
- Partnered with engineering, product teams and product owners to incorporate user feedback into product iterations, resulting in a 15% lesser customer-reported issues and build a strong partnerships across the teams.
- Devised a comprehensive design system that streamlined the collaborative workflow, saving over 100 hours annually and ensuring consistency across applications.

Tata Consultancy Services, Hyderabad August 2011 - July 2013
Front End Web Developer

- Keen in creating of reusable UI components with React and styled components, boosting scalability, web performance and reusability by 75%.
- Simulated processes for web applications and server-side JavaScript codes to build 20+ web forms.
- Ensure high quality graphic standards and brand consistency.
- Identified cross-browser compatibility issues within browser detection scripts while writing code, improving page load time by 30+ seconds.

EDUCATION

Gayatri Vidya Parishad College of Engineering September 2007 - April 2011
Bachelors Degree in Mechanical Engineering

LINKS

LinkedIn: www.linkedin.com/in/harsha-varadhan-175844b5/
Portfolio: <https://www.harshavardhan-design.com>

SKILLS

Design Tools: Figma, Axure RP, Adobe XD, Adobe Illustrator, Adobe Photoshop, Invision

User Research: A/B Testing, Usability Testing, Personas, User Interviews, Surveys

Design Methods: Design Thinking, User Centered Design (UCD), Heuristic Evaluation, Lean UX, UI Architecture, Responsive Design

Project Management: Agile Philosophy, Scrum Methodology, Waterfall Model Release Cycle

Front End Web Building Technologies: HTML, CSS, React, JavaScript, TypeScript, Bootstrap, Framer

OTHER

Certification: Six Sigma Green Belt (2017)