# VARADA TK

Product Designer, London, UK

I am an Architect turned Product Designer with around 3 years of experience. I am interested in research, human interactions and have a curiosity about designing for people to create meaningful products.

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## Experience

### Product Designer

**Mar 2023- Present**
London, UK

**LiveScore Group**

- **Led end-to-end** design for LiveScore online casino and Sports-media product (e.g.,Free-to-play games, In-game panel , Casino slider games, Upsell projects etc.) driving significant user engagement and conversions. (**In game panel: +72% increase in player engagement, Slider games: +7% conversions)**

- **Built a Casino design system in Figma**, improving design consistency and efficiency across projects.

- **Led user research (workshops, user testing, data analysis)** and fostered **collaboration across teams (Product, Dev, Marketing, Third party)** to extract actionable user insights and optimise Casino features for maximum engagement. Used tools like Fullstory, Amplitude and UserTesing throughout all design projects.

- **Actively participated in Casino roadmapping**, collaborating with 5+ stakeholders to define the strategic direction of the Casino product. **Identified opportunities beyond core responsibilities**, such as initiating discussions around creating a **brand identity** for the Casino product.

### UX Designer

**April 2022- Sep 2022**
Gurgaon, India

**Design brewery**

- Managed usability testing for Milkmaid's dessert recipe website. Defined testing parameters, recruited users, facilitated test and reported results.

- **Redesigned Ask Nestle's product features such as food dairy, health tracker, ask nestle community**, etc. to better adapt to mobile and desktop, doing UX audit and analysis using tools like google analytics and hotjar.

- Created a **design system in Figma** for Ask Nestle project which improved the maintainability and **productivity by 3X.**

- Promoted to UX Designer from Design intern within 2 months of internship.

### UX Design Intern

**Dec 2021- Mar 2022**
Kerala, India

**FareFirst**

- Redesigned the existing flight search filter in the application which resulted in **an increase in ticket clicks by +7.8%.**

- Developed a way to give equal importance to the agencies recommended on the ticket details screen, which **helped sponsored agencies to get better ROI** and it also had a direct impact on the business revenue.

- Simplified the calendar screen to reduce the complexity of nomad trip planning feature.

### Freelance

**Sep 2021- Nov 2021**

**Once upon a time**

- Collaborated with client in idea generation & product strategy.

- Conducted user research and analysis which helped the team **narrow down the features of the product during the MVP phase.**

- Designed the entire product from persona creation, value proposition, market analysis, storyboard, information architecture, user flow, wireframes, UI Design & prototyping, Usability testing to final high fidelity design.

### Architect

**March 2020- Jan 2022**

Started my career as an Academician teaching Architecture & Interior design. Later worked as a Junior Architect at Archons Architects, Bangalore working on different scale projects from residential to commercial buildings.

## Skills

### Tools

- Figma
- Google analytics
- Ms Office
- Hotjar
- Adobe Suite
- Fullstory
- Amplitude
- User Testing
- User testing
- UI Design
- Value proposition
- User flow
- Persona creation
- Wireframes
- User research
- Prototyping
- Market analysis
- Story board
- Information architecture
- Site maps

## Education

### Product Psychology

Sep 2024

- Helped to better understand user behaviours, gaps in digital experiences using B.I.A.S framework, create customer journeys aligned with business goals and communicate product decisions to stakeholders.

### Google UX Design Certification

July 2021- Sep 2021

- Learned fundamentals of UX, what UX designers do, and changed the way I look at things.

- Helped me improve and apply the skills I have learned in Architecture.

### Enterprise design thinking practitioner

Issued Nov 2021

Gave a baseline of Enterprise Design Thinking skills.

- Collaboration
- Storytelling
- Synthesis
- Design research
- Prototyping

### Bachelors degree in Architecture

B. arch at DG College of Architecture, Kerala, India, 2014- 2019

- Improved my imaginative, creative and observation skills.

- Developed Critical analysis and attention to detail.

- Presented multiple design projects which helped me develop my communication and presentation skills.

## Achievements

- Top 10 Finalist of Design hackathon conducted by IxDA.

- Best Architecture thesis award 2019.

- Key contributor, Ask Nestle's award-winning Website UI & UX Design, recognised at DMA Asia Sparkies Awards