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

Once upon a time

Sep 2021- Nov 2021

- 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

Started my career as an Academician teaching Architecture & Interior design. Later worked as a Junior Architect at Archons Architects, Bangalore March 2020- Jan 2022 working on different scale projects from residential to commercial buildings.

Skills

Tools

- Figma Google analytics Ms Office
- HotjarAdobe 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
- 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