

# VARUN PANAMBUR | UX DESIGNER

Experienced senior UX designer with 9+ years of creative expertise, excelling in user research and crafting user-centric design solutions. Known for creatively translating complex user requirements into elegant designs. Demonstrated success in collaborating with cross-functional teams to ensure designs align with both user needs and business objectives.

[www.varunpanambur.com](http://www.varunpanambur.com)

+91 809 581 5818

varunrp08@gmail.com

linkedin.com/in/varunrp08

## Professional Experience

UX Designer

**PayPal**

Jul 2021 - Present

- Implemented generative AI for information retrieval, deploying it to 2.5M+ merchant developers, achieving an 18% reduction in support tickets and significant time savings.
- Contributed to core product conceptualization and pre-release product evaluation, collaborating seamlessly with cross-functional teams to enhance the user experience.
- Designed and developed a real-time tracking tool for developer products, which boosted the overall customer rating by 6.4% during the beta release.

UX Designer

**Genpact**

Feb 2017 - Jul 2021

- Designed an AI-based order management system for a large FMCG manufacturer, resulting in cost savings of over \$2 million.
- Delivered innovative solutions and successful products for Fortune 500 companies by effectively collaborating with designers, executives, and engineers.

UX Designer

**LocalOye**

Feb 2016 - Feb 2017

- Led the holistic management of a customer-facing product with 100k+ downloads, overseeing the implementation of wallet, online payments, and other features across Android, iOS, and web platforms.
- Developed Kaapi.io, utilizing comprehensive user research to refine technical requirements into wireframes, visual designs, and prototypes, and collecting 30+ critical feedback points during rigorous testing prior to its fast-paced beta launch to drive product optimization.

UX Designer

**Pace Wisdom**

Jan 2015 - Feb 2016

- Facilitated stakeholder collaboration, leading to the effective execution of multiple intuitive products meeting end-user needs.
- Advocated for successful management of multiple end-to-end projects, ensuring the design process, prioritizing tasks, meeting deadlines, and delivering successful outcomes.

## Publication

**Study of Challenges Faced by Visually Impaired in Accessing Bangalore Metro Services.**

ACM - India HCI '19 Proceedings on Human-Computer Interaction, Hyderabad, India.

## Education

**Master of Arts in Design**

University For Creative Arts (UCA)  
In collaboration with LSDM  
2021

**Bachelor of Engineering in Computer Science**

Maharaja Institute of Technology  
2014

## Skills

**Design**

User Experience | Interaction Design (UI) | Digital Prototyping | Visual Design | Wireframing | Low-High Fidelity Mockups | Iconography

**Research**

User Interviews | Usability Testing | Information Architecture | Journey Mapping | Quantitative Analysis | Competitor Analysis | Storyboards | Heuristic Evaluation | Design Strategy

**Tools**

Figma | Sketch | Illustrator | Adobe Photoshop | After Effects | Zeplin | Miro | Pen & Paper

**Other Skills**

Problem-Solving | Cross-Functional Collaboration | Strong Communication | Human-Centric Approach | Provide Solicit Feedback | Stakeholder Management