

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

+91 809 581 5818

varunrp08@gmail.com

linkedin.com/in/varunrp08

Professional Experience

UX Designer

PayPal

Jul 2021 - Present

- Designed and developed a real-time tracking tool for developer products, which boosted the overall customer rating by 6.4% during the beta release.
- Contributed to core product conceptualization and pre-release product evaluation, collaborating seamlessly with cross-functional teams to enhance the user experience.
- Implemented generative AI for developers' information retrieval, initially deploying it internally to 1000+ developers, with plans for expansion to merchant developers, saving significant time.

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 6+ intuitive and impactful products meeting end-user needs.
- Advocated for successful management of multiple end-to-end projects, ensuring 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