

Varna Das
UX Designer

varnadas.webflow.io
varnadas27@gmail.com
(812) 606-3858

Experience

UX Testing Coordinator
UX Office, Indiana University

Bloomington, IN
Aug 2019 - Current

Design conceptual diagrams, wireframes, visual mockups, and prototypes collaborating with the university software teams.

Synthesize research insights to provide meaningful recommendations and product improvements.

Conduct in-lab and field usability evaluation of products and prototypes.

UX Design Intern
Zoro.com

Chicago, IL
Jun - Aug 2019

Performed extensive usability testing, heuristic evaluation and e-commerce benchmarking to identify customer experience improvements in the Shopping Cart and Checkout segment.

Conducted contextual inquiry, field visits and analyzed clicktale KPIs to understand customer needs, shopping behavior and pain points.

Synthesized insights from quantitative and qualitative research data into meaningful, and actionable recommendations, conceptualized design solutions, and generated wireframes for the Login/Signup and Expedited Shipping experience.

Planned, executed and lead the usability study for integration of Alexa voice interface with Zoro.com.

Collaborated closely with research, product, engineering, content strategy & merchandising teams to identify and prioritize short and long term product requirements.

Software Developer
SAP Labs

Bangalore, India
2014 - 2018

Translated UI wireframes and mockups to high-fidelity functional prototypes and responsive, interactive features using SAP UI5, D3 controls, HTML, JavaScript and CSS for SAP Analytics desktop and mobile applications.

Improved the performance, usability, and overall customer experience of tools such as Promotion Management and BI Administrators Cockpit by implementing the UI.

Education

Indiana University

Bloomington, IN
2018-2020

M.S in Human Computer Interaction Design

Amrita Vishwa Vidyapeetham

Kerala, India
2010 - 2014

B.Tech in Computer Science and Engineering

Skills

Research

Contextual Inquiry
Ethnographic Observation
Survey
AB Testing
Card Sorting
Tree Testing
Heuristic evaluation

Design

Affinity Mapping
Persona
Storyboarding
Wireframing
Rapid Prototyping
User Journey Map

Tools

Optimal Workshop
Usertesting
Clicktale
Google Analytics
Sketch
Invision
Adobe XD, Ps, Ai, Pr

Development

HTML5
JavaScript
CSS3
SAP UI5
Python
Java
C++