KUMAR VARUN
Product Designer

https://www.kvarun.com/
https://www.linkedin.com/in/kv-kumarvarun/
kumarvarun5015@gmail.com
Mobile No +91 8507290504

I am a user experience designer proficient in various UX methodologies. I am dedicated to establishing and upholding design standards that ensure the consistent delivery of top-notch design solutions, fostering the development of sustainable user experiences, products, and services. Additionally, I specialize in devising measurement metrics and methodologies to evaluate the influence of design on the business performance and customer satisfaction.

Education

Indian Institute of Technology, Kanpur
Master in Design, CGPA- 8.5, 2019-2021

Birla Institute of Technology, Mesra, Ranchi
B.Tech, Mechanical Engineering, CGPA- 7.63, 2012- 2016

Indian Public School, Hajipur
Intermediate, CBSE- 78.4%, 2011

Bishop Conrad School, Bareilly, UP
Matric, CBSE- 84%, 2009

EXPERIENCE

Jio Platforms Limited.
User Experience Designer, Jul-2021 to Present - Full Time

- **Jio Platforms website, Status (Live)** - This Product serves as the launchpad for introducing Companies Platforms and Consulting solutions to the Indian and global markets. The product offerings are designed to promote the sale of in-house developed platforms (CloudXP, 5G, Data & AI, Media etc.) rigorously tested with Jio products, to it's valued customers.

- **Jio Financial Services, Status (MVP, in Design)** - The product vision is to foster financial inclusivity in India by democratizing access to digital financial services. These services encompass lending, investing, Insurance, and transaction solutions.

- **Jio.com Redesign & Design system implementation (Live)** - I led the team in successfully implementing the new design system across Jio.com's diverse product offerings, encompassing numerous pages and internal user pathways. This initiative had a significant positive impact on key business performance indicators, notably increasing leads for SIM and Fiber services, as well as enhancing user engagement on our website pages.

- **Jio.com & My Jio Support, Status (Live)** - Revamped the Help & Support system with primary focus on diminishing the volume of inquiries directed to the call center, delivering personalized assistance to end-users, lowering the count of emails and chats received by support agent, boosting user engagement with Jiocare and Hello Jio & leading to increased customer satisfaction.

National Blockchain Project (now CRUBN)
User Experience Designer, Jan-2020 to April-2021 (1 Year & 4 months) - Part time

As a UX Designer, I contributed to the design of blockchain-based healthcare ecosystem (Product for Patient, Doctor, Appointment desk, Pharmacy) and Land record management systems.

Urban Tokri (parent Agnys Waste Mgt. Pvt. Ltd)
Designer, September- Dec 2019 (4 Months) - Freelance Project

My work focused on tasks related to Branding, App design, and marketing campaigns for companie's cost-effective organic products and their online groceries segment.

M.Des Thesis

Duration - 8 months (Year 2020)

Conducted comprehensive user experience (UX) research, and developed a user-friendly interface tailored for municipal school teachers in Madhya Pradesh for online educational games (Birla Games). The objective was to empower teachers with the tools to efficiently evaluate student performance on digital platforms and facilitate informed decision-making.

UX Certifications

Interaction design Foundation
- Design Thinking
- HCI (Human Computer Interaction)
- Gestalt Psychology & Web Design
- Usability Testing
- Accessibility in Web design

Linkedin Learning
- UX- Multi device Responsive design
- UX- Style Guide & Design system
- CSS & HTML essential training
- UX for Web Design

UX Skills

Design & Research Technique
User research, Persona, Storyboarding, Ideation, Wireframing, Prototyping, Heuristic Evaluation, Information Architecture, Interface design, Branding, Usability Testing

Softwares
Figma. Adobe suite- XD, Photoshop, Illustrator etc.

Internships

Think Design
UX Designer, Apr-May (2020)
Conducted a study on the effects of COVID-19 on the everyday lives of individuals and developed solutions to help them adapt and cope with the challenges it presented.

Indian Railways (2015)

NTPC Ltd. (2014)