

Varsha Pammi

PRODUCT DESIGNER

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“I am product designer with a passion for the creative process and a desire to make a meaningful impact by designing user-centric products that reach and benefit the next billion users. I’ve been shipping products out for 5+ years“

EXPERIENCE

Vah Vah Makeup Institute / Sr Product Design

Bengaluru / Sep 2020 - Present

- Led the design team in a fast-paced Ed-Tech startup. Built design workflows and prototypes for mobile and web platforms
- Collaborated with multiple stakeholders, including Product managers and engineers, to define features for various apps, such as the Student, Teacher app, and the admin portal
- Developed end-to-end workflows with high-fidelity prototypes and interactive designs
- Implemented design processes and introduced design-led product development within the organization
- Facilitated alignment among teams to execute goals through prioritizing features through design sprints and brainstorming sessions.

Cloud eds/ Sr Product Design

Hyderabad / Mar 2020 - Nov 2020

- Worked in a Product-focused ed-tech organisation leading design for the admin portal.
- Collaborated with product and design teams, development teams, to deliver successful learning platforms for schools and colleges.
- Created user-centric designs by doing on-site research through engagement with schools and colleges in Hyderabad. Dedicated to building innovative and effective educational solutions.

Papyrus Software / IT Product Consultant

Dallas, Texas / Jan 2019 - Feb 2020

- Worked alongside founders, development teams, and clients to build and implement solutions and use prototypes to send out for usability testing.
- Collaborated and brainstormed with team heads to develop strategies for sales and technical consultants.
- Developed end-to-end solutions for customers, ensuring all requirements were met and provided ongoing support for improvements and version control.

Wellcare / Designer

Tampa, Florida / Jul 2017 - Jan 2019

- Designed a lot of HIPA/statements for insurance domain. Build end to end flows by working with linguistic, chargeback, finance team. Worked with the vendor software to implement mass production of documents. worked with developers in implementing company’s software icons.

EDUCATION

University of South Florida, Tampa

MS Electrical Engineering

Jan 2017

BIT, Mesra

BSc in Electronics and communication

May 2014

SKILLS

Tools

Figma

Sketch

Illustrator

Photoshop

After affects

Canva

Design

Interaction Design

Visual Design

Sketching

Wireframing

Design System

Research

Competitive Analysis

Usability Testing

Journey Mapping

Affinity Diagram

Personas Hypothesis

Interviews/Surveys

Storyboarding

A/B Testing

UX Research

SWOT Analysis