

Vartika Verma

UX Designer

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Fullstack UX Designer with 5 years of work experience in design, with a robust background in artificial intelligence, enhancing user engagement and product usability. Proficient in design tool, with significant achievements at B2B and B2C.

EXPERIENCE

User Experience Designer

Walmart- Full time Bangalore (2022- April,2024)

- Improved the **Global Fulfillment Integration (GIF)**, driving a **33% surge** in user adoption with **strategic A/B testing** and **innovative** design enhancements.
- Revolutionised** the Quality Check Process **within 5 weeks**, **increase** in user involvement by **58%**, **efficiency**, and **accuracy**, driving business success.
- Enhanced UX research strategies**, boosting efficiency by 25% in just 4 weeks, and aligning methods with business goals for improved decision-making.
- Managed and strategised research and workflow for both Supply chain management and catalog management products.
- Designed **scalable interaction** and service solutions for Uber's flagship consumer experience, driving real change and by **increased profits 30%**, within 6 months

Asso. Sr. User Experience Designer

Lollypop- Full time Bangalore (2021- 2022)

- Managed Fujitsu, Cashfree, Chargeback Guru; enhanced user satisfaction by 20%, optimised journeys, boosting engagement by 15%.
- Led end-to-end design, establishing scalable solutions aligned with business goals, reducing chargeback times by 12%.
- Collaborated effectively with teams, prioritising strategic design tasks, communicating with stakeholders to drive innovative projects and increase retention in 2022

User Experience Designer

Valuefy- Part time Mumbai (2021- 2021)

- Designed **award-winning Fintech projects for U.K.** clients, achieving **20%** improved user engagement and satisfaction.

User Experience Analyst

GMR- Part-time California,USA (2020- 2021)

- Enhanced website traffic by **15%** for Repugen, a **Fortune 100 company**
- Achieved substantial UX improvements contributing to increased user engagement.

Freelance Designer

Full-time India (2017- 2020)

- Created design solutions to solve user centric problems in multiple disciplines including in **education**, **government** and **NDA**

EDUCATION

Postgraduate Program in Design

Texas McCombs School of Sep 2024 - Mar 2025
Business

Masters in Design- UX design major HCI

I.I.I.T.D.M Jabalpur (2019-2021)

Bachelors in Design- Industrial design

Symbiosis International Pune (2013-2017)

HONOURS AND AWARDS

Design Patent

Design Patent for UriDSA Device
Registration No: 314686-001

Trademark

Trademark for name "UriDSA"
Registration No: 4108986, in class 10
Trademark for logo of "UriDSA"
Registration No:4108987, in class 10

USA Design recognition

Recognised for crafting a **highly successful website** listed among the top choices for doctors.

ADP list- Super mentor

Awarded Adp list **super mentor**

SKILLS

Design Tools

- Figma
- Sketch
- Prototype
- Adobe creative suite
- AI tools for content
- Miro
- Notion
- 3D modelling

Design Skills

- Strong UX Research and analysis
- Good hands on experience with UX and UI tools
- Understanding of coding and testing
- Proven records on using design strategies in companies
- Coding for Designers using Javascript and HTML