

# VARSHA SATRASALA

## UI/UX DESIGNER

### ABOUT

UI/UX Designer who understands the art of building relationships to wow end-users with efficient and effortless design experiences.

### CONTACT



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### SKILLS

UI/UX Design  
User Interface  
User Testing  
Prototyping  
Visual Design  
User Research  
User Experience  
Wireframing  
Graphic design

### EDUCATION

**Bachelors of Design**

**PES University**

2017-2021

Major in Communication Design

### TOOLS

Photoshop  
Illustrator  
Adobe XD  
Figma  
Sketch  
Invision  
After effects  
Premiere pro

### WORK EXPERIENCE

#### UI/UX Designer

Aviture

June 2022 - Current

- Lead Designer on a project with the US Air Force with over 4,000 interactions per day and a total of 500,000+ downloads.
- Conducted user interviews for key stakeholders and also user testing sessions with a prototype of an upcoming feature.
- Helped design an internal rounding application system for hospitals in the Omaha region
- Contributed to the discovery and designing of a Customer portal for a medical equipment firm

#### Visual Designer

Kaira Weddings

Nov 2021 - Jan2022

- Built web UI for the company website homepage.
- Helped build the brand identity using the existing logo and its colors.
- Ideated and designed collaterals such as signages, itinerary cards, etc., for weddings and engagement events.

#### Visual Design Intern

17D North

Jan 2021 - Apr 2021

- Collaborated with a 4-person branding team working directly with 2 branding identity clients.
- Handled social media for 2 clients, and increased subscriptions for one by 10%.

#### UI Design Intern

Bigthinx Software Pvt. Ltd.

June 2019 - July 2019

- Lead UI Designer on a 5-person team for an innovative app, Lyfsize, which obtained 1000+ downloads.
- Developed the web UI, branding, and identity systems for the application.
- Conducted user interviews, user surveys, and data collection to identify data points for AI system.
- Bridged the gap between engineers and designers by delivering assets during the app development.