

# Vaarun Ramesh - UX/UI Designer

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## Professional Summary

UX/UI Designer with 3+ years of experience designing and optimizing user-centered digital products in SaaS and academic settings. Proficient in user research, usability testing, and visual design tools such as Figma and Adobe CC. I completed my Master's in Science in Usability Engineering in Germany. Eager to contribute as a UX/UI Designer in a collaborative team.



## Practical Experiences

### Master Thesis Student

11/2023 – 02/2025

*Rhine-Waal University of Applied Sciences, Kamp-Lintfort, Germany*

- Title: Mindful Intervention - Analyzing Social Media's Impact and Digital Interventions using PANAS and MAAS.
- Conducted mixed-method user research in collaboration with riedel.wtf GmbH to evaluate the effects of digital intervention.
- Executed a longitudinal usability testing (n=8) using the OneSec Application, comparing the change in values by using quantitative and qualitative methods.
- Analysed test results using IBM SPSS; observed a measurable increase in post-intervention mindfulness levels across 30-40% of the participants.

### Visual Designer

07/2019 – 02/2021

*Zoho Corporation Private Limited, Chennai, India*

- Revamped Zoho Social mobile onboarding flow, increasing Customer Retention Rate by 10% over 3 months.
- Led the UI and user flow redesign in Zakya POS across multiple platforms, modernizing a legacy POS product and aligning it with Zoho's product ecosystem.
- Conducted UX research across 2 SaaS products; implemented improvements based on 10+ user feedback sessions.

### Visual Designer Trainee

11/2018 – 06/2019

*Zoho Corporation Private Limited, Chennai, India*

- Built and documented UI assets and design language for Zoho Social dashboards, improving design consistency by 40%.
- Designed Branding and UI elements for 3 products, improving visual consistency.

### Digital Marketing and Design Intern

03/2018 – 04/2018

*Payani Travel Solutions, Chennai, India*

- Managed prime time Social Media Marketing Campaign, increasing engagement by over 20% over a 3-week period.
- Created brand assets for 2+ client campaigns, improving brand consistency and visual impact.

### Graphic Design Intern

01/2018 – 03/2018

*BrandMoustache Innovative Solutions, Chennai, India*

- Developed visual content for 5+ clients in collaboration with senior designers, contributing to multi-channel campaigns across print and digital.

## Education

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**M.Sc., Usability Engineering** 03/2021 – 02/2025

*Rhine-Waal University of Applied Sciences, Kamp-Lintfort, Germany*

- Modules: Human Factors Design, Scientific and Technical Communication, Usability Consulting, and Analysis Methods.
- Project: Developed a usability toolkit concept combining Design Thinking and Requirements Engineering
  - The toolkit's concept was designed using Figma, which helps in the ideation process of user research and during the interaction design phase.
- Grade: 2.0.

**B.Sc., Visual Communication** 07/2015 – 05/2018

*SRM Institute of Science and Technology, Chennai, India*

- Final year projects: Short film Direction, Documentary Production, 2D Graphic Design, and 3D Animation.
- Modules: Web Design, Marketing Communication, Visual Art Design, and Verbal Ability.
- Corresponding German Grade: 2.3.

**Higher Secondary Course Certificate** 06/2014 – 05/2015

*Sitadevi Garodia Hindu Vidyalaya, Chennai, India*

- Modules: Physics, Chemistry, Mathematics, and Computer Science.
- Corresponding German Grade: 2.1.

## Languages

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English - Business Fluent (C1)

German, French - Basic (A1)

Tamil - Native

## Technical Skills

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**Tools:** Figma, Adobe CC, Sketch, Miro, Jira, Maze, Framer, Webflow, Git

**UX Skills:** Design Principles, Wireframes and Prototype Design, Accessibility (WCAG 2), Usability Research, Motion Design, Agile Methodology, Journey Mapping, Empathy Mapping, Information Architecture, Persona and Scenarios, Heuristic Evaluation

**Languages:** HTML, CSS

## Interests

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- **Digital Art:** Freelancer for animated and realistic artworks.
- **Fitness:** Junior fitness trainer in Chennai between 2018 and 2019.



Vaarun Ramesh  
Kamp-Lintfort