Varda Sankirth Goud

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WORK EXPERIENCE

Accenture   **Hyderabad - India**
Experience Design Analyst   Aug 2023 – May 2025

- Spearheaded user research and competitive analysis initiatives, implementing targeted features that led to a significant 30% increase in product adoption within six months of release
- Revamped UX strategy, elevating user engagement by 40% and reducing bounce rates by 15%; drove WCAG compliance initiatives for 10+ demographics
- Refined application navigation using heatmap data and analytics, achieving a significant boost of 20% in user retention; redesigned wireframes led to increased workflow efficiency by an impressive 30%

Junior Experience Designer   Feb 2021 - Mar 2023

- Optimized user flows and wireframes, improving efficiency by 30% and reducing drop-offs. Conducted usability testing, boosting user satisfaction by 25%
- Designed interactive prototypes (Figma/Adobe XD), cutting revisions by 20% via stakeholder feedback; ensured 100% accessibility compliance
- Led A/B testing to refine conversion rates by 18% and increase engagement by 22%. Enhanced accessibility across digital platforms for inclusive user experiences

SSB Industries   **Hyderabad - India**
UI/UX Design Intern   Dec 2020 – Jan 2021

- Elevated performance metrics through focused revisions on specific app components, such that weekly usage frequencies surged above previous averages with measurable growth observable after implementation phases concluded
- streamlined developer handoff, cutting iterations by 30% and improving accessibility by 35%

PROJECTS

BarkBook – Pet Social & Care Platform

- Launched PetConnect, a pet-friendly social platform enabling personalized profiles, vet consultations, breed discovery, and community events within six months
- Led UX process, including user research (25%), wireframing & prototyping (40%), and usability testing & iteration (35%), ensuring a seamless and engaging experience
- Prioritized user accessibility in the design process, implementing features that directly improved navigation efficiency; facilitated community interactions leading to 200+ active users engaging weekly with personalized pt care resources

StudentTaskPro - Task Management Application for Students

- Developed StudentTaskPro, a task management app with automated reminders (25%), progress tracking (25%), and calendar syncing (25%); boosted productivity for 1,200+ users with a 4.7/5 rating in 3 months
- Conducted user persona analysis (10%) and built a high-fidelity Axure prototype (15%) for an intuitive and user-friendly interface

SKILLS

Design Expertise: Product Design, Interaction Design, Visual Design Techniques, User Research Methods, A/B Testing.
Software Proficiency: Figma, Adobe Creative Suite, Sketch.
Technical Knowledge: HTML/CSS/JavaScript; Accessibility Standards; Color Theory; Iconography; Layouts; Typography.
UX Methodologies: Journey Mapping; Wireframing; Prototyping; Usability Testing; User Flow Optimization.

EDUCATION

Concordia University Wisconsin   **Mequon - WI**
M.S. in Computers and Information Sciences.   Aug 2023
Bhavans Vivekananda College   **Hyderabad –India**
BSc in Mathematics, Electronics, and Computer Science (MECS)   Jun 2017 - Oct 2020

CERTIFICATIONS

Google UX Design Professional Certificate
Google AI Essentials Professional Certificate