VARSHA KORI
UX Designer

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PROFESSIONAL EXPERIENCE

UX Designer II | Amazon
Aug. 2019 – Present | Seattle

- Leading and crafting user experiences for multiple products on Gift Cards and Payments team – from concept to execution.
- Creating user-centered designs by conducting user research, collecting insights, while balancing business requirements, technical constraints across different cultures and marketplaces for both desktop and mobile.
- Building wireframes, user flows, design mockups, and prototypes to effectively conceptualize new product initiatives- and features.
- Designing scalable, intuitive, accessible, and user-friendly solutions for complex challenges.
- Developing detailed design specifications and collaborating with UX Researchers, UX Writers, Designers, Developers, Product Managers, and other international stakeholders throughout the entire design life cycle.

Lead UX Researcher & Designer | University of Maryland
May 2018 – May 2019 | College Park

- Project lead for redesigning a UMD website and led it throughout the product's lifecycle from user research to front-end development and implementation, following an iterative user-centered design process.
- Conducted extensive user research to understand user problems, influence design decisions, and implemented the findings, improving the accessibility score from 66% to 98% and information architecture by 75%.
- Used Axure for rapid prototyping, HTML/CSS/JavaScript for development and deployed the website successfully on AWS after testing and QA.

UI Design Intern | CATT Laboratory
May 2018 – Aug. 2018 | College Park

- Designed a color universal visualization tool for the Federal Railroad Administration, which improved their process by 92%.
- Developed mockups to enhance the user experience for National and State level projects using Adobe Photoshop, Illustrator, and XD.
- Collaborated with other UX Designers, Project Managers, Developers, and business clients to drive the projects and formulate design specifications.

Analyst Intern | PlexusMD
Dec. 2015 – May 2016 | Ahmedabad

- Improved the website design to increase the number of users by 43%.
- Worked with cross-functional teams and clients to improve strategies.
- Generated client revenue through leading market research, competitor analysis, business development, and customer relationship management.

SKILLS

Design	Research
Sketch	Usability Testing
Adobe XD	Surveys
Illustrator	A/B Testing
Photoshop	Interviews
Figma	Card sorting

Prototyping	Tools & Framework
InVision	UserTesting
Axure	Qualtrics
	UserZoom
Coding	Tableau
HTML, CSS	C3.js, D3.js
JavaScript	Angular JS
SQL	Bootstrap

AWARDS & ACHIEVEMENTS

Conference Presentation | Kori, V. | Technology - Transforming Lives of People with Disabilities | **UMD Disability Summit 2019**

Guest Speaker | The Women Techmakers Conference 2017 | **Google Developers Group**

Kori, V. R., Aggarwal, A. & Bhaumik, K. D. (2016) | Eliminating Bias in a Q&A Forum Answer to Highlight Neutral Answers From a Set of Biased Answers | Accepted as WP Paper in **ACM SIGCHI Group 2016**.

EDUCATION

University of Maryland, College Park
Master of Information Management (UX Specialization) | GPA – 3.94/4.0
Aug. 2017 - May 2019
Relevant Courses: Interactive Design and Development, HCI Design Methods, UX Research Methods, Advanced Usability Testing, Visual Analytics, Project Management

DA-IICT, Gandhinagar
B.Tech, ICT | GPA – 6.43/10.0
Jul. 2012 - May 2016
Relevant Courses: HCI, Computer Graphics, Dynamics of Animation, Software Engineering