

Varun Nambiar

Product Designer

Multifaceted designer guided by evidence based and user centered research methods focused on creating products that are functional and delightful to use



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Experience

Pandora

- **Product Designer - Ad Tools** | Jan 2021 - Present
 - Design lead on AdMaker - an external self serve tool to help ad buyers create and publish audio ads. Goals include capturing \$2M in missed ad campaign spend, streamlining ad creation process and usability testing new platform experience.
 - Design lead for an internal order management product that supports \$800M in yearly ad revenue. Goals include automating processes, increasing sales team retention and establishing agile design sprints for each feature.
 - Created a design system for the Creator Tools team accelerating design and development processes with a consistent user experience across different products.
 - Worked closely with business stakeholders across product teams to identify, prioritize and implement product strategies.
 - Developed a working prototype for a hackathon that was successfully added to the listener product roadmap, all in less than a week.
 - Mentored interns across product development org.
- **Product Design Intern - Ad Tools** | 3 months in 2020
 - Designed an innovative global alerts and notifications system across multiple internal ad tools.
 - Collaborated with end users through interviews and workshops to identify and prioritize key order parameters and designed a delivery system that surfaces information at appropriate times and reduces chance of missed alerts without adding cognitive overload while also giving back up to 30% screen real estate compared to legacy system.
 - Emphasized agile methods to gain deep insight into problem space and design effective solutions involving rapid feedback loops.

The Home Depot

- **UX Design Intern - Home Services** | 6 months in 2019
 - Identified 2 core problems in the kitchen remodeling work flow resulting in me designing a suite of 3 kitchen configurator apps to automate certain tasks and reduce the time taken by 20%.
 - Designed a novel way for users to accurately measure countertop dimensions that reduced average task time by 40%.
 - Established frequent touch points with diverse group of stakeholders to maximize end user's experience while making design decisions informed by KPIs and UX metrics.
- **Voice UI Design Intern - Home Services** | 3 months in 2018
 - Designed and built a production ready Google Home voice agent that automated a certain in-store service with a projected 3% increase in leads generation and an estimated \$28M in net sales nationwide.
 - Reduced time taken for lead capture by 50% while eliminating the need for the user to interact with a store associate.
 - Conducted extensive field research for device placement and phrase selections to ensure high degrees in confidence of captured speech.

Education

Georgia Institute of Technology

- **Master of Human Computer Interaction** | 2019 - 2020
 - Master's Thesis: Designed a VR tool for UX designers to help create environments for conducting usability tests in virtual reality
- **Master of Industrial Design** | 2016 - 2020
 - Master's Thesis: Enhancing the in-home smart speaker experience through device initiated communication

Vellore Institute of Technology

- **Bachelor of Mechanical Engineering** | 2012 - 2016

Skills

UX Methods

Contextual Inquiry
Usability Testing
Heuristic Evaluation
Affinity Mapping
Card Sorting
A-B Testing
Paper Prototyping
Journey Mapping

Prototyping

Figma
Sketch
Abstract
Zeplin
InVision
Axure
Balsamiq
DialogFlow

Misc

Photoshop
Illustrator
AfterEffects
Premiere Pro
Solidworks
Fusion 360
Keyshot
Arduino

Industry Partner Projects

Square

| 2019

Designed a platform to provide Square merchants with an omni-channel experience for faster growth.

Philips Respironics

| 2017

Designed and physically prototyped a wearable version of the Philips SimplyGo Mini oxygen concentrator.

Delta Airlines

| 2016

Redesigned the beverage storage options for the 2018 Delta 777 fleet. Increased packing capacity by 20%.

Awards

Pandora Internal Hackathon - 2nd place

| 2021

Design Industry - Best Grad Studio Project

| 2020

Head up display for motorcycle riders

Autodesk Sustainability Design Hack - 1st place

| 2017

Universal kitchen attachment for pellet stoves