

# Veerabahu S

Product Designer

## LINKEDIN

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## PORTFOLIO

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Professional  
Diploma  
in UX  
Glasgow Caledonian  
University



UX Foundation  
Certified from  
UXTraining.com,  
Dublin, Ireland.

## EXPERIENCE

### ServiceNow :: Senior Product Designer Amsterdam, Netherlands Jul 2021 - Present

- Senior Product Designer - Platform Analytics.
- Rethink on data visualization components and enablement
- Improve dashboard experiences
- Facilitating teams to align on the product UX goals
- Product design strategy, rapid prototyping and conceptualization
- Focus group facilitation, presentation design and delivery
- Workflow modeling and validation

### Haslle :: Principal Product Designer (Fintech SaaS) Amsterdam, Netherlands Dec 2020 - Jul 2021

- Core designer - Handling end-to-end product UX activities.
- Responsible to deliver solutions that cater to both customer and user needs
- Mobile app - Designed the app for iOS and Android platform from scratch
- Platform (Web app) - Designed the entire web app flow satisfying the business needs right from onboarding customers to end-user engagement.
- Product branding, communication designs across all digital platforms.

### Fontem Ventures :: Brand Manager - UX Strategist & Designer Amsterdam, Netherlands Dec 2019 - Nov 2020

- blu.com - CX driven and handling UX for e-commerce platform
- Conducting online surveys, user testing and design management
- Lead all UX based research activities
- Facilitating UX workshops and implementing relevant UX process and methods to improvize the consumer journey across the digital platform

### Intellect Design Arena, iGTB :: UX Designer, Contract Dec 2018 - May 2019

- Worked on a 6 months contract for a UX exercise
- Worked closely with the business units to implement and deliver the design flow consisting series of user journeys (100+ UJs) for a commercial banking customer
- Understanding the existing banking product and customization of various components based on the customer requirement

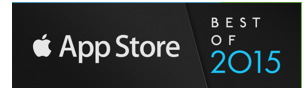
### Capgemini :: Lead UX Designer Bangalore, India Nov 2016 - Mar 2018

Clients:

GE Transportation, Regus, Mercedes Benz and Singapore Power.

## RECOGNITIONS

App Store Best of 2015



## SKILLS

Low to High Fidelity Design  
Prototyping  
Wireframing  
User Research  
User Analysis  
A/B Testing  
Task Flows  
Design Systems

## TOOLS

Sketch  
Figma  
Photoshop  
Illustrator  
InDesign  
Axure  
InVision  
Zeplin

## PLATFORMS

Ustesting.com  
Contentful  
VWO (A/B Testing)  
Wordpress  
Webflow  
Wix  
Elementor  
JIRA  
Trello

- Understanding stakeholder requirements and creating prototypes having better User experience across the application
- Working directly with client on understanding the requirement and delivering solutions
- Creating Visual design screens adhering to the branding and wireframe flow
- Working closely with offshore developers ensuring application meets the design guidelines

● **Trellisys.net, Bangalore, India :: Lead UI Designer**  
**Oct 2012 - Nov 2016**

**Product: www.papertrell.com (B2B SaaS)**

Creating, overseeing & managing the user experience, visual design and user interface design for mobile and web applications.

**Design Leadership**

Led strategic thinking to enable simple and intuitive user experiences designed and adhered to; empowering excellent, high-quality visual designs and front-end development; engage with product managers, and development leads to solve user and business goals using the principles of user-centered design.

**Team Management**

Ensure designers understand the product/application goals.

● **RK SWAMY BBDO, Bangalore, India :: Senior Visualizer**  
**May 2011 – September 2012**

Worked on Employer branding & led the creative design for various clients like Dell, Murugappa Group, Titan, UHG, IndusInd Bank, Axis Bank.

● **WHITEBULL MEDIA, Chennai, India :: Creative Designer, Lead**  
**December 2009 – April 2011**

Worked on various projects for media & telecom clients. Projects included design of print collaterals for Aircel, LG; Web production and communication designs for various clients.

● **Keane International Inc, Chennai :: Creative Designer**  
**June 2008 – Dec 2009**

Worked with marketing communication team as a creative designer for internal/external clients. Event management, powerpoint presentations, newsletters and eDMS.

● **CollabNet, Chennai :: Web Designer**  
**Feb 2008 – May 2008**

Worked on customization & branding CollabNet products based on customer Inputs and worked with clients like HP, AMEX, ORACLE & Deutsche Bank.

● **kCube Consulting, Chennai :: Web Designer**  
**Feb 2007 – Jan 2008**

Initially joined as a junior web designer but quickly promoted to core web designer as a result of quick learning & design skills. Worked on various web & stand-alone application designs.

● **T&R Infoserve Private Ltd., Chennai :: UI Designer**  
**June 2006 – Nov 2006**

Worked on UI Design for studenz.in website. Team coordination, module designs and completion of each project phase.

**LANGUAGES**

English (Fluent)  
 Dutch (A2 Level)  
 Tamil (Native)

**EDUCATION**

**Bachelor of Computer Science and Engineering** - Anna University in 2005

**Diploma in Digital Visual Media**, IMAGE Institute, Coimbatore, TamilNadu in 2006

**Higher Secondary Education** from Caldwell Higher Secondary School, Tuticorin, TamilNadu in 2001

**SSLC** from Caldwell Higher Secondary School, Tuticorin, TamilNadu in April 1998