

SIDDHARTHA SHANKAR VARMA

Team Lead UX UI

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Portfolio <https://www.thefuturesid.com>

EXPERIENCE

Jan,2021 - Present

Accenture

Team Lead UX

a) Worked on the UX - UI front for one of the biggest global tech giant in the FMCG sector for which the work received recognition and was appreciated by 7 clients with 1 client in talks of running the pilot concept in the respective stores.

b) Worked on the visual design front for a global mining tech client for which I received positive client feedback on my ability to deliver high quality visual output in the respective timelines.

c) Won recurring client work (global FMCG client) back to back while leading the design front for our metaverse team. Created new opportunities for infusing Gen Ai into our design delivery pipeline.

Sept,2019 - January 2021

Waycool Foods and Products

UX - UI Designer

a) Responsible for enabling 500,000 farmers to have the opportunity to earn money by implementing auctioning mechanism

b) Designing a new travel portal for the workforce and thereby reducing time by designing new processes for automated travel entries.

Oct,2018 - May,2019

Next Up Design

Senior Design Consultant

a) Worked for a marketing cum design agency - Scraft Studio that serviced small to mid sized industry clients. I was responsible in delivering web responsive designs, marketing collaterals and user testing reports for various clients.

UX - UI Designer

May,2017 - Aug,2018

Accenture

a) Worked in the field of AR/VR/MR and delivered world class solutions for the same. I was also responsible in designing mobile / web experiences based on solid principles of UX and Visual design fundamentals.

EDUCATION

2013 - 2017

SYMBIOSIS INSTITUTE OF DESIGN

Bachelor of Design, User Experience

Pursued communication design and specializing in user experience for 4 years.

2011 - 2013

AMITY INTERNATIONAL SCHOOL

PCM, Physical Ed

Pursued my 11th and 12th in Science with my optional subject as Physical Education - Soccer.

AWARDS

Jan 2024

Accenture

Awarded Tech Star Award

This is the highest technical award that is given to the top 1 percent of Accenture workforce for showcasing technical and leadership skills, thus contributing to Accenture business.

Feb 2022, Feb 2023

Accenture

Awarded Accenture Excellence Award

Won back to back Accenture Client Excellence award from the design studio for consistent high performance throughout the year.


March 2018

Accenture


Awarded Accenture Excellence Award

This award was given to those who performed well in the Future IT Skills field which is UX, AR and VR.


EXPERTISE

 **UX DESIGN PROCESS**

Mind Mapping, Affinity Mapping, Contextual Enquiry, Personas, Information Architecture, Customer Journey, etc

 **INTERACTION DESIGN**

Figma, Principle, Prototipe, Timult-hype, Axure and Frammer.

 **VISUAL DESIGN**

Figma, Photoshop ,Illustrator, Gravity and Sketch.

INTERESTS

Playing the guitar

Beatboxing

Films

Breakdancing