Varun Tanwar

Lead, UI/UX Developer
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UI/UX manager having experience of 10+ years, in the New Age Consumer and Technology Product development Space - DotCom and E-Recruitment. Have an understanding of the entire product lifecycle to identify and incorporate consumer needs into user-centered designs. Also, widely read users mind, their interaction on interface and product flow, finding loopholes in design to make it more user friendly and building relationships with brands, products & services.

My journey started as a graphic designer (individual contributor) and progressively moved ahead from Web to Responsive to Mobility expert and people manager of enthusiastic UI Designers and Developers. Recognized at each step of my journey and received several accolades.

Achievements:
- Design the web application for table booking system and maintain the records of table status, client information and floor plan.
- TB Tracking System: Worked on the entire life cycle of the project where we capture the full information of the patient with medication (Web + App).
- Worked on online game for mobile and e-com app.
- Have design the microsite for infinix India under the campaign #MeriGully is one the best.
- Redesign the site of Infinix India to boast sales with regular social media campaigns and Microsites.
- Revamped the WAP UI for Hyvery System in Adulate.
- Created full Web version of Hyvery System and Dll Welbilt.
- Interactive Feedback forms for Garland, A Welbilt Brand.
- Created Web UI for Rabbler with all features of their Mobile App.
- Revamped Home page led to increase in number of applications and reduction in bounce rate
- Short registration form increased the success ratio by significant percentage
- Startup Ecosystem – Platform for Startup enthusiasts and entrepreneurs
- Monster Education led to increase in leads by 300%
- Ecom revamp led to increase in retention by 30%
- Students Engagement Platform for corporates
- Dynamic recruiter platform - led to increase in leads

Work Experience

Mify Solutions Pvt. Ltd., Noida - **(Manager UI/UX)** – **May 2018 – Till Now**
- Worked on car rental Mobile App and Website with features like Host registration + Car Listing and user can opt the services on daily basis as well as hourly basis.
- Worked on 2D Games for Mobile App e.g.: Pool, Teenpatti, Housie etc.
- Worked on international projects such categories as e-commerce, delivery sites, Music (Website and Mobile Application both using Sketch App and Adobe XD).
- Worked for Infinix india pvt ltd (Feb 2019 – July 2020) in which redesign the whole site according to e-commerce standards. And, actively worked on social media campaigns as well microsites (for any new product launch) to boost the performances.

- Worked on project which tracks user activity on different platform i.e.: web, mobile and send different type of notifications i.e.: email, SMS, web push notifications and mobile notifications.
- Create UI for M2I (Bulk Emailing Service).
- Create UI for SmartSMS (Bulk SMS Service)
- Create UI for Daily Transaction product Which is helpful M2I.

Adulate Consulting, Noida - **(Manager, UX)** - **March 2017 – April 2018**
- Create UI Screen for Mobile and Web using Angular & Bootstrap.
- Create interactive form using materialize framework.
- Ongoing projects in WordPress interface (deliver 3 projects).

Rabbler, Noida - **(Lead, UI Developer)** - **Dec 2015 – Feb 2017**
- Design Mobile Screens and Icons for Rabbler
- Design web widgets for Polling
- Re-design the web interface with polling features

Monster.com India Pvt. Ltd., Noida - **(Sr, Web Design)** - **Nov 2006 – Dec 2015**
- Managing UI/ UX team of web and mobile platforms of India / Middle East/ SEA/ Hong Kong.
- Defining Information Architecture for Web & Mobile
- Close coordination with cross functional teams including but not limited to business, product managers, engineers, marketing, and Client relations team.
- Conceptualizing, visualizing, and implementing the new age thoughts to engage the consumer.
- Implemented best practices in UI/UX as defined process including checklist and DAT.
- Continuous improvisation in the process to improve the effectiveness of team

Xicom Technologies., - (Graphic Designer) - **July 2006 to OCT 2006**
- Designing layout
- Conversion to HTMLs and flash animations

Skills

Design	:	Photoshop, Illustrator, CorelDraw, Notepad ++, Adobe XD, Sketch
HTML/CSS	:	HTML5, CSS3, Bootstrap, Cross Browser/Device, WordPress, Angular
Tools/Processes	:	JIRA, SVN
Social Media	:	Hootsuite

Professional Qualification
- Three years diploma in Software Engineering from Aptech, New Delhi (2001-04)

Personal Profile

Father's name	:	Sh. Raj Pal Tanwar
Date of Birth	:	25th September 1983
Marital Status	:	Married
Nationality	:	Indian