

Joby Varghese

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Bangalore, KA, IN

Portfolio Link:

<https://joby.in/>

Seasoned UX designer with 15 years of expertise, skilled at leading design initiatives across diverse industries. Specializes in translating complex business requirements into impactful, innovative, user-centric design solutions that elevate digital experiences and contribute to business growth. Experienced in mobile and web projects, managing all design stages from research to validation with a strategic approach.



Skills	Research Qualitative /Quantitative research, Analysis and data-driven decision making, Usability testing, A/B Testing UX, Interaction and Visual Design Information architecture, User flows, Customer journey mapping, Low-high wireframing, Prototyping and testing, Accessibility audits, Navigation/interaction patterns, Responsive design, Visual design, Illustrations, Design systems, Dev handoff, Design QA Continuous Learning and Adaptability UX guidelines and best practices, Design thinking, cross-functional team collaboration, Time Management, Agile methodologies, Critical Thinking, Empathy, Presentations
Design & Collaboration	Design tools Figma, FigJam, Adobe CC (XD, Illustrator, Photoshop), Sketch, Miro, Mural, UserTesting Collaboration tools Jira, Confluence, Trello, Notion, Zeplin, Slack, MS Teams
Education	Bachelor of Fine Arts in Applied Art 2001 - 2005, Mahatma Gandhi University, Kottayam, Kerala
Experience 2022 - 2024 Sr. UX Designer 2020 - 2022 Staff UX Designer	15 Years ❖❖❖ Fabric.inc Bangalore Collaborated with cross-functional teams and stakeholders to transform business requirements into efficient, innovative design solutions across Marketplace, PIM, XM, and Subscriptions. Played a key role in creating, organizing, and implementing a new design system. ✱ Walmart.ca Bangalore Played a key role in transforming the entire help center experience at Walmart CA, ensuring its intuitiveness, inclusiveness, and accessibility, which resulted in enhanced efficiency, decreased customer service expenses, and greater customer satisfaction. Facilitated design KT sessions. Mentored junior designers.

2018 - 2020

Design Specialist

 **Resideo.com** Bangalore

Played an influential role in redefining and developing a streamlined user experience (UX/UI) for the Resideo Smart Home App, which included establishing and managing an optimized design system. This ultimately led to increased user engagement, boosted the app's rating from 3.6 to 4.6, and contributed to business growth and profitability.

2015 - 2018

Lead Designer

 **Honeywell.com** Bangalore

Evolved and led the new UX and interaction paradigms for the products on the Honeywell Lyric app. Played a crucial role in developing the UX/UI for the flagship product, Honeywell Smart Home Security, collaborating closely with both product (Hardware) and engineering teams.

2012 - 2015

Sr. Visual Designer II

 **Mutual Mobile.com** Hyderabad

Executed various design projects for iOS, Android and wearables. Notable brands I collaborated with include Nike, Xerox, Union Bank USA, Thomas & Betts, The Economist.

2011 - 2012

Creative Designer

 **Ymedia Labs.com** Bangalore

Worked on the in-house flagship products (WineCard & MenuCard) and collaborated with many client projects.

2010 - 2010


Visual Designer

 **Sourcebits.com** Bangalore

Designed intuitive and visually captivating user interfaces for iOS apps, spanning both clients and in-house projects.

2010 - 2010

Sr. Web Designer

 **UX Design labs (Invendes)** Bangalore

Crafted visually compelling designs for both web and print

2009 - 2010

Graphic Designer

 **Kena Design.com** Bangalore

Created and implemented visual concepts for diverse clients, covering logo design, branding, illustrations brochure design and other marketing materials.