





HARRIVIN NACHIAPPAN

Product Designer



Contact

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Profile

A passionate Product Designer with knowledge of user-centered design.

Believe understanding how design affects business is important and try to build its value within the organization.

Contribute by analyzing user behaviors and goals, translating strategic vision into requirements, implementing prototypes, deploying the product across all platforms and measuring its success.

Enjoy working on projects which are challenging and push innovation to the limit.

Education

● **M.S. in Digital Arts and Sciences**
University of Florida
2015-2017

● **B.E. in Computer Science and Engineering**
Rajalakshmi Institute of Technology
2008-2012

Skills

Research: Eye Gaze Data, Heatmaps, A/B Testing, MVT, Session Recordings, Interviews, Focus Groups, Usability Testing, Surveys.

Prototyping & Wireframing: InVision, Balsamiq, Photoshop, Illustrator, InDesign, Sketch, Figma, After Effects, Premiere Pro.

Analytics: Google Analytics, Hotjar.

Web Technologies: HTML5, CSS3, JavaScript.

Programming Languages: C#, MATLAB.

Game Engine: Unity 3D, Unreal Engine.

VR SDK: Cardboard, Oculus, HTC Vive.

AR SDK: Vuforia

Experience

● **UX Designer**
Quor, Remote
2020

★ Led the design team for an article based search engine.

★ Researched and created designs for user onboarding.

● **Researcher**
IIIT, Banaglore
2020

★ Led the team in building an app that helps mitigate stage fear in users

★ Conducted research, Designed prototypes and Developed a VR Application.

● **Quality Assurance Analyst**
Tata Consultancy Services, Irving
2018-2019

★ Led the user testing team for Citi's new fraud detection system.

● **Research Volunteer**
University of Florida, Gainesville
2018

★ Research, Development and Testing of a VR educational game that promotes empathy in kids.

● **Digital Associate**
Amazon Development Center India, Chennai
2013-2015

★ Performed user research for the Audible Australia and France marketplace launches.

★ Led the team in A/B Testing of new features that were rolled into the Audible US Website and checked them with the business metrics

★ Audible Comics - Comics with audio
- *Winning Idea in Kindle Comics Hackathon 2014.*