

# Varun Nambiar

## Senior Product Designer

Multifaceted designer guided by evidence based and user centered research methods focused on creating products that are functional and delightful to use

## Experience

### Pandora/SiriusXM

- **Senior Product Designer** - Ad Tools, Music Genome | Jan 2022 - Present
  - Lead designer on AdMaker - an external self serve tool to help ad buyers create and publish audio ads. Goals include capturing \$2M in missed ad campaign spend, streamlining ad creation process and usability testing new platform experience.
  - Co-led the information architecture and designs on a complete overhaul of the internal music analysis tool that powers Pandora's music recommendation algorithm to adapt to new taxonomy structures while reducing overall task time and improving navigation and usability.
  - Mentored interns across product development org.
- **Product Designer** - Ad Tools | Jan 2021 - Jan 2022
  - Design lead for an internal order management product that supports \$800M in yearly ad revenue. Goals include automating processes, establishing agile design sprints and increasing sales team retention.
  - Co-created two design systems for the Ad Tools and Creator Tools teams accelerating design and development processes with a consistent user experience across different products.
  - Worked closely with business stakeholders across product teams to identify, prioritize and implement product strategies.
  - Developed a working prototype for a hackathon that was successfully added to the listener product roadmap, all in less than a week.
- **Product Design Intern** - Ad Tools | Summer 2020
  - Designed an innovative global alerts and notifications system across multiple internal ad tools.
  - Collaborated with end users through interviews and workshops to identify and prioritize key order parameters and designed a delivery system that surfaces information at appropriate times and reduces chance of missed alerts without adding cognitive overload while also giving back up to 30% screen real estate compared to legacy system.
  - Emphasized agile methods to gain deep insight into problem space quickly and design effective solutions involving rapid feedback loops.

### The Home Depot

- **UX Design Intern** - Home Services | Fall 2018, Summer 2019
  - Identified 2 core problems in the kitchen remodeling work flow resulting in me designing a suite of 3 kitchen configurator apps to automate certain tasks and reduce the time taken by 20%.
  - Established frequent touch points with stakeholders to maximize user's experience while making decisions informed by KPIs and UX metrics.
- **Voice UI Design Intern** - Home Services | Summer 2018
  - Designed and built a production ready Google Home voice agent that automated a certain in-store service with a projected 3% increase in leads generation and an estimated \$28M in net sales nationwide.
  - Reduced time taken for lead capture by 50% while eliminating the need for the user to interact with a store associate.



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## Education

### Georgia Institute of Technology

- **Master of Human Computer Interaction** | 2019 - 2020
  - Master's Thesis: Designed a VR tool for UX designers to help create environments for conducting usability tests in virtual reality
- **Master of Industrial Design** | 2016 - 2019
  - Master's Thesis: Enhancing the in-home smart speaker experience through device initiated communication

### Vellore Institute of Technology

- **Bachelor of Mechanical Engineering** | 2012 - 2016

## Skills

### UX Methods

Contextual Inquiry  
Usability Testing  
Heuristic Evaluation  
Affinity Mapping  
Card Sorting  
A-B Testing  
Paper Prototyping  
Journey Mapping

### Prototyping

Figma  
Sketch  
Abstract  
Zeplin  
InVision  
Axure  
Balsamiq  
DialogFlow

### Misc

Photoshop  
Illustrator  
AfterEffects  
Premiere Pro  
Solidworks  
Fusion 360  
Keyshot  
Arduino

## Industry Partner Projects

### Square

| 2019

Designed a platform to provide Square merchants with an omni-channel experience for faster growth.

### Philips Respironics

| 2017

Designed and physically prototyped a wearable version of the Philips SimplyGo Mini oxygen concentrator.

### Delta Airlines

| 2016

Redesigned the beverage storage options for the 2018 Delta 777 fleet. Increased packing capacity by 20%.

## Awards

### Pandora Internal Hackathon - 2nd place

| 2021

### Design Industry - Best Graduate Studio Project

| 2020

Head up display for motorcycle riders

### Autodesk Sustainability Design Hack - 1st place

| 2017

Universal kitchen attachment for pellet stoves