Varsha Makwana
UX Designer

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Creative UX Designer with 15 years of professional experience, including 5 years specializing in web and interactive design. I excel at bringing innovative projects to life through dynamic web pages, infographics, and digital storytelling. Passionate about crafting immersive experiences, I lead projects independently while collaborating closely with teams to ensure alignment with brand and business objectives, consistently delivering visually compelling and impactful solutions.

Education

Savannah College of Art and Design (SCAD)
Master of Arts (M.A.) in Graphic Design and Visual Experience
Atlanta, GA | 2019

L. S. Raheja School of Art
Bachelor of Arts (B.A.) in Visual and Communication Art (Applied Art)
Mumbai, India | 2006

Skills

Core Competencies
Interaction Design | UX/UI Design
Design Thinking | Product Strategy
Prototyping | Visual Design
User Research | Usability Testing
Art Direction | Branding & Identity Design
Front-End Development (HTML5, CSS3)
WordPress Development

Tools & Software
Design & Prototyping
Sketch, Figma, InVision, Adobe XD

Creative Suite
Adobe Photoshop, Illustrator, InDesign

Development
Visual Studio Code, HTML5, CSS3, WordPress

Productivity Tools
Microsoft Office Suite, Slack, Notion

Achievements
AIGA Poster Design Award
International Student Graduate Scholarship
SCAD Achievement Honor Graduate Scholarship

Languages
English, Gujarati, Hindi, Marathi

Career

UX Designer & Front-End Developer
Jacobs Engineering Group *Atlanta, USA | Aug 2019 – Present*
- Lead end-to-end design processes from concept to launch, creating user flows, wireframes, and interactive prototypes using Figma and Adobe XD.
- Conduct in-depth UX research, interviews, and usability testing to translate user insights into actionable design solutions, enhancing user satisfaction.
- Collaborate with product managers, engineers, and business architects to align user needs with business objectives, resulting in seamless and user-friendly interfaces.
- Design logical process flows for complex user journeys, ensuring a cohesive experience across multiple platforms.

UX Designer (Freelance)
Intuitio Labs & Knots & Vows *Atlanta, GA | Mar 2019 – Jun 2019*
- Enhanced service experience by developing style guides and responsive layouts for a wedding planning platform, onboarding over 500 vendors within three months.

UX Lead
SCADpro *Atlanta, GA | Jan 2019 – Mar 2019*
- Researched and prototyped innovative VR and AR tools for class-1 train route operations and yard management.
- Conducted user research to understand pain points and inform the design of immersive AR/VR experiences that enhance operational efficiency.
- Developed a concept for a future workspace, ensuring the UI integrates seamlessly with the physical environment and promotes accessible interactions.

Digital Design Intern
Lyda Fire *Atlanta, GA | Aug 2018 – Oct 2018*
- Contributed to the LeakSmart website design, enhancing user experience while collaborating with PayPal's design team for project alignment. Developed presentations for PayPal and Booster to convey key strategies to stakeholders.

Assistant Art Director
GoodHomes Magazine, The Times of India *Mumbai, India | Oct 2010 – Feb 2015*
- Developed visual concepts, managed content layout, and coordinated with vendors to ensure high-quality production.
- Refined skills in balancing aesthetics with functionality, visual communication, attention to detail, and project management.

Graphic Designer
Femina Magazine, The Times of India *Mumbai, India | Mar 2008 – Feb 2010*
- Created engaging layouts and advertisements, collaborated with editorial teams, and ensured brand consistency while solving design challenges.

Creative Designer
Repro India Limited *Mumbai, India | Jun 2006 – Feb 2008*
- Worked on design projects from concept to execution, enhancing brand identity and collaborating across teams to ensure impactful solutions and consistency in deliverables.