

Harini Venkataraman

UX Designer | Visual Storyteller

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PROFILE

My work tells stories, inspires dreams and brings ideas to life through collaboration and inspiration. I aim to combine my communication background with my design skills to create and develop meaningful products. Looking for my next role in web/app or product design space to utilize my experience and UI/UX skills to build strategic and cohesive user experiences.

EDUCATION

Academy of Art University, San Francisco, USA

MFA School of Graphic Design & Digital Media

FALL 2017

- UI/UX design & user research
- Brand and design systems

SKILLS & COMPETENCIES

UX Research

Wireframing

User Interface Design

Prototyping

UserTesting

UX Guidelines & Standards

User Journeys & Information Architecture

Design Thinking

Agile Methodologies

Figma & FigJam

Adobe Creative Cloud apps

Design Writing

WORK EXPERIENCE

Senior UX Designer

(May 2020 – Mar 2024)

NetApp Inc.

San Jose, California & Austin, Texas

Streamlined and implemented **important post-purchase experiences** for NetApp customers and internal users in **NetApp BlueXP**.

Defined **visual standards for product-driven communication**, such as emails, PDF and MS office downloads as part of improving the brand and product design systems.

Developed **user surveys, personas and insights studies** to inform the design process, and shared across the organization the iterative improvements that resulted in more relevant and contextual user experiences.

Collaborated with a cross-functional team to deliver a **unique digital pre-sales enablement experience** that resulted in over 600 new sales leads across 40 international partners, as well as crafted **global digital marketing strategies** for onboarding new users into the experience.

Worked with design leaders to optimize and improve vital hardware life-cycle events such as upgrades and telemetry enablement.

Conceptualized **marketplace interfaces** to access digital resources, including API libraries and automated system operations.

Created, produced and directed **creative marketing materials** like animated videos, interactive prototypes and webinars for NetApp Insight, a conference for NetApp's vendors, partners and customers, from the years 2020-2023.

UI/UX Designer

(Mar 2018 – Apr 2020)

Onstak Inc.

Milipitas, California

Worked with a Fortune 500 client to design a **self-service web/mobile application, built consecutive product demos, and conducted user testing sessions** using high-fidelity prototypes and A/B testing methods.

Hired and trained other designers in remote locations, and collaborated with IBM's Customer Experience team (CX) to **re-imagine a client's suite of telemetry reporting/insight tools** into 1 unified actionable insights platform (known as NetApp Active IQ). Commended **'Active IQ Champion'** after the successful launch of the product at the April 2019 Design Thinking Workshop conducted by Onstak, NetApp Digital Marketing and IBM CX teams. NetApp's Chief of Staff, Biren Fondekar on NetApp Active IQ's Mobile Application: **"The best product from NetApp in 2018, based on it's simplicity of function and design."**

Designed marketing and social media outlets for Onstak Inc., including a website, merchandise and visual announcements for Onstak's roadshow for Cisco Partners called 'Activate', and Cisco Live (conference). Created **sentiment analysis interfaces, banners, posters, and service documentation** marketing hand-outs for Onstak's many collaborators, including annual milestone announcements and product / services handbooks for clients such as Cisco and NetApp.

UX Intern

(Aug 2016 – Dec 2017)

Nyota Inc. (Santa Clara, California)

Developed branding, prototypes and visual experience for mobile application and built interfaces for the same to be programmed by remote UI development teams

Autovision RCD (Palo Alto, California)

Designed new digital brand standards, vision and mission for the American side of the French automobile design company. Designed a new website to reflect the updated brand standards.