

# Harini Venkataraman

UX Designer | Visual Storyteller

## CONTACT

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## PORTFOLIO

harinivenkataraman.com

AUSTIN, TEXAS | TORONTO, ONTARIO

## 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

**Master of Fine Arts (MFA) Graphic Design & Digital Media**

FALL 2017

Ethiraj College of Arts & Sciences, Chennai

**Bachelor of Science (B.Sc) Visual Communication**

SPRING 2013 (Department Salutatorian)

## WORK EXPERIENCE

### Senior UX Designer

#### NetApp Inc.

May 2020 – Mar 2024

Austin, Texas,  
and San Jose, California

Led the redesign and streamlining of ONTAP software update experience, including usability research, competition analysis and persona development for the new experience.

Collaborated with the BlueXP and Brand design system teams to create design standards for in-app triggered emails, PDF and CSV downloads, and other product takeaways.

Created comprehensive user journeys, detailed prototypes and usability studies for iterative improvements across a variety of end-to-end service design workflows, including services to request capacity addition, schedule hardware replacements and renew support contracts.

Led the design of a digital sales engagement platform, called "Explore" from 2020–2022, and created an ecosystem of web apps and sites for multiple users to aid in the discovery and evaluation of NetApp products/services, as well as provide sales enablements across 300+ global resellers.

Defined the visual style of the above product, using existing brand guidelines to create striking product design visual standards, and differentiate it across 4 sub-products.

Co-owned and presented FullStory analyses of highly interactive workflows that I designed for data-driven storage lifecycle actions (single-click security risk remediations, automated resource builder, storage recommendation engines, etc.).

Produced and art-directed several infographic communications, including sales videos, company-wide demonstrations and marketing campaigns.

Designed and managed communication design channels, such as UserGuiding, SendGrid, etc., for customized product onboarding experiences.

Analyzed funnel conversions and usability metrics through a variety of sources such as Adobe Analytics, MixPanel and Qualtrics, to identify quantitative UX results, and further inform improvements to product design.

Gained expertise in designing responsive layouts for web apps, sites and email communications, including developing a company-wide best practices guideline on effective breakpoints.

Mentored junior UX designers and product interns, including running company-wide UX learning sessions for designers and non-designers alike, to cultivate a design-driven culture.

## SKILLS & COMPETENCIES

User Experience Research  
User Experience Design  
Wireframing  
User Interface Design  
Prototyping  
UserTesting  
UX Guidelines & Standards  
User Journeys  
Information Architecture  
Design Thinking  
Agile Methodologies  
B2B Enterprise/SaaS Apps  
Accessibility design  
Information visualization  
Visual Design  
User Personas  
User Analytics  
Human-computer interaction  
Heuristic Evaluation  
Mobile Design  
Persona Development

## TOOLS

Figma & FigJam  
Adobe Creative Suite  
Balsamiq  
Invision  
Sketch  
Zeplin  
Twilio SendGrid  
UserTesting  
UserGuiding  
Adobe Analytics  
MixPanel  
MetaBase  
HTML/CSS  
JavaScript  
Axure  
Kanban

## UX/UI Designer Onstak Inc.

Mar 2018 – Apr 2020

Sunnyvale, California

Primary UX designer for a client, NetApp Inc., to design a multi-device application (NetApp Active IQ), product demos, conducting user testing sessions using high-fidelity prototypes. Designed interface layouts, user journeys, product design guidelines, as well as custom experimentation prototypes for product owners to facilitate A/B testing.

Collaborated with IBM's Customer Experience team (CX) to redesign the visual and tactile user experience for NetApp Active IQ and sub-products like Discovery Dashboard, ClusterViewer, etc.

Participated in product onboarding training sessions, including prototype demonstrations, Voice UI design (LLM optimization), and official product demonstrations during NetApp Insight 2018 and 2019.

Hired and mentored UX designers in remote locations with a steady regimen of design reviews, usability discussions and UX learning sessions.

Consulted with NetApp designers and 8Shapes to create an iteration of LUCI, NetApp's former product design system.

Collaborated with product owners, motion designers and marketing teams on scripting promotional voice-enabled product videos for NetApp Board of Directors, and for Customer Experience displays during NetApp Insight and in the CXO center, NetApp HQ.

Created marketing and social media outlets for Onstak Inc., including their roadshow for Cisco Partners called Activate, and Cisco Live.

Designed sentiment analysis interfaces, banners, posters, and marketing handouts for Onstak's many collaborators, including milestone announcements and product / service handbooks for Cisco and NetApp.

Strategized and designed gamified experiences to encourage customer users to improve storage health, efficiency and performance, including setting up best practices, acknowledging issues, etc.

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."**

**"(You're an) Active IQ Champion."**

— NetApp X IBM CX

## CERTIFICATIONS

**"Making user experience happen as a team"** by Chris Nodder

DEC 2023

LinkedIn Learning

**Design Kit: Prototyping**

APR 2019

Acumen Academy + IDEO

**Diploma in 3D modelling and Visual FX**

JAN 2014

Maya Academy of Arts and Communication, UK.

## LANGUAGES

English (Fluent)

Tamil (Native)

## REFERENCES

Furnished upon request

## UX Intern

Nyota, and  
Autovision RCD

Aug 2016 – Dec 2017

Bay Area, California

### **Nyota (Mountain View, CA):**

Created personas, user journeys and information architecture for an end-to-end even management product. Developed branding, prototypes and visual experience for a native mobile application and built interfaces for the same to be programmed by remote UI development teams

### **Autovision RCD (Palo Alto, CA):**

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.

## OTHER WORK

**Freelance Designer** for Kanha School of Dance, Nirmathi Collaborative, Desi Cha, Tinyman Films, Apollo Hospitals, ADA Dental Clinics, Bluegate Beverages, PurpleBee Educational Play, Cue Entertainment, Hamsadhwani School of Music, and Arrowroots Marketing: branded, developed visual systems, created identity, gaming products, merchandise packaging and marketing collateral for healthcare providers, start-ups, non-profits and entrepreneurs in India and USA.

**Creative Designer** for Aram Sei, a non-profit organization in San Jose, CA: currently managing print & digital assets, marketing and event coordination as a volunteer contributor for their fund-raising events in the Bay Area, CA, USA.

**Graphic Designer** for Childhood Cancer Society (CCS), New York City, NY: occasionally designing their marketing, social and campaign deliverables as a volunteer contributor.