

Harini Venkataraman

Product Designer | UX Leader

CONTACT

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PORTFOLIO

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AUSTIN, TX

PROFILE

Product and user experience (UX) designer with over 7 years of designing B2B and B2C SaaS products in enterprises and start-up companies. My design vision for every role is to build core experiences that are impactful, meaningful and scalable while ensuring accessibility, and partnering with relevant trends, like AI. Looking for my next role in UI, UX and product design.

WORK EXPERIENCE

GenAI Product Designer Litigiven

July 2024 – now

Austin, Texas

- Leading the design research, wireframing and prototyping for generative AI products dealing with large language models (LLM), AI prompting workflows, and semantic search techniques.
- Collaborating with cross-functional partners in engineering, AI research, product, marketing, test users and founding team to build scalable product vision, UX strategy, personas and journey maps.
- Conducting design workshops and UX learning sessions for UX team members and close collaborators.
- Facilitating steady UX feedback processes by incorporating weekly user interviews for prototype testing, quantitative analyses and discovery research goals.

Senior UX/ Product Designer NetApp Inc.

May 2020 – Mar 2024

San Jose, California &
Austin, Texas

- Led the product design for NetApp Explore, a digital sales enablement platform, including building demonstrable prototypes, marketing workflows and service design maps.
- Crafted a hybrid design system for the Explore's system of products, including adaptable components (which could be customized based on the product), communication templates and sub-brand systems based on the updated NetApp brand of 2021.
- Spearheaded the design of a Campaign Management System experience for NetApp sales managers, in a project titled "CTAaaS (Call to action as a service)", which involved the building a CMS to be used by NetApp Sales and commercial partners for lead generation.
- Collaborated with the BlueXP UX, product and engineering teams to conceptualize the 0-1 phases of post-purchase sales opportunities, like tech refresh, add-on sales, upgrades and renewals, as well as the marketplace/library design for automated resources.
- Measured user behavior, synthesized iterative improvements and presented to NetApp leaders on the growth of the Blue-XP post-purchase workflows using FullStory and MixPanel analytics.

UX/UI Designer Onstak Inc.

Mar 2018 – Apr 2020

Sunnyvale, California

- Orchestrated the product design of a mobile app for a Fortune 500 client, including a simplified navigation, information architecture, custom iconography, design language and Voice UI templates.
- Hired and trained designers to build consistent, repeatable UX processes to execute and expand a customized design system that I built for a client application, NetApp Active IQ.
- Built a scalable visual design guidelines for the above application in collaboration with IBM CX design team.
- Crafted new brand guidelines for Onstak, including web and print design systems, including new web site architecture and design, new brand visuals, page templates, service handbook templates and updated brand banners for events.
- Designed sentiment analysis interfaces for customer experience events conducted by Onstak in partnership with Cisco.

SKILLS & COMPETENCIES

Design Systems
User Experience Design
Wireframing
User Interface Design
Prototyping
Information Architecture
UserTesting
Journey Mapping
Illustration
Component Libraries
Pattern creation
B2B Enterprise/SaaS Apps
Token design
Accessibility design
Visual Design
Responsive templates
User Personas
Human-computer interaction

TOOLS & LANGUAGES

Figma & FigJam
Adobe Creative Cloud apps
Balsamiq
Invision
Sketch
Zeplin
Twilio SendGrid
UserTesting
UserGuiding
Adobe Analytics
MixPanel
MetaBase
HTML/CSS

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.

EDUCATION

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

Academy of Art University,
San Francisco, USA

GRADUATED FALL 2017

Focus: UI/UX design & user research, branding and design systems