

Visalam Vasanth, UXC

User Experience Designer, Design Systems



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Austin, TX



Skills

Design Systems (DS)

DS liaison

Style Guides

Design Thinking

Problem Statements

Wireframing

Prototyping

Competitive Analysis

Personas

Storyboards

Atomic Design

Card Sorting

User Research

Journey Mapping

Sitemaps

Task Analysis

User Flows

Usability Testing

User Interviews

User Surveys

Affinity Mapping

Heuristic Evaluations

Accessibility Reviews

Developer Handoff

Work Experience

Sr Product Designer, DS Team- Southern New Hampshire University 2/2023 – 9/2023

Product Designer, DS Team - Southern New Hampshire University 11/2021 – 2/2023

Served as the design system liaison and contributor, collaborating with developers, PMs, product designers in the Office of Product and Program Innovation to craft and enhance reusable components and patterns for the high fidelity design system and additional UI kits.

- Led a team of 2-3 designers in developing, documenting, and maintaining our LoFi to MidFi UI Kit, featuring 30 reusable Figma assets with an easy toggle to switch designs from low fidelity to mid fidelity
- Facilitate seamless integration of the design system into the product development process, bridging the gap between design, engineering, and product management
- Design and implement reusable components(~55) and patterns(~15), ensuring alignment with user needs, quality standards, branding guidelines, and accessibility requirements
- Maintain detailed design documentation and guidelines in Zeroheight, providing valuable support for teams in the implementation of the design system, including comprehensive JIRA ticket details
- Partner with and mentor other designers on the best practices of the design system; Collaborate in brainstorming sessions with designers to explore the use of existing components and the need for enhancements or new components
- Evaluate engagement with the DS via user surveys and Figma analytics
- Collaborate closely with UX writers to establish content best practices and reusable messaging, to ensure consistency across various user experiences (e.g., error pages and messaging)
- Contribute to feature work outside the design system, particularly in enhancing the sign-in experience and exploring passwordless options for different user groups (feature work; not design system related)

Associate UX Designer - University of Texas Health San Antonio 11/2019 - 11/2021

Part of the team responsible for developing and enhancing websites across all university departments, while also refining the institution's design system.

- Received the **Extraordinary IMPACT AWARD for FY 2021** for going above and beyond on the UX Analysis for our COVID-19 vaccine scheduling website

Tools

Figma

Zeroheight

Storybook

Sketch

Balsamiq

Invision

HTML / CSS

Flinto

JIRA

Confluence

UsabilityHub

UserTesting

Optimal Workshop

Camtasia

Foundation

Bootstrap

Siteimprove

OmniGraffle

BugHerd

Qualtrics

- Successfully collaborate, iterate, present, and justify design decisions to senior stakeholders (lead engineer, UX lead, project lead, marketing lead, directors) for the planning, design, and development of the time-sensitive university-wide COVID-19 website
- Perform heuristic/design reviews to improve usability and accessibility by designing solutions that meet WCAG 2.0 AA Guidelines
- Lead user research (primarily qualitative) and leverage the outcomes to create a new residency template that became the new standard for the School of Medicine departments going forward
- Utilize, maintain, update, and add components to the university's design system (e.g., step panels, scholarships modal designs, new header+navigation)
- Mentor and lead junior UX designers to deliver client-ready deliverables
- Improve the existing developer handoff process by discontinuing the blueprints and upgrading the Project Tracker to be a single source for developers to get all the project information they need

UX Design Tutor - Careerfoundry

1/2019 - 5/2020

Course specialist for the remote UX design certification program

- Instructed, mentored, and evaluated approximately 20 students per cohort in UX Fundamentals and UX Immersion courses.
- Provided guidance, feedback, and support to enhance comprehension of core UX principles.
- Fostered a supportive and constructive learning environment to cultivate student motivation and engagement.

UX Designer - Cloctr

2/2019 - 9/2019

A small startup focused on creating a platform for estate planning and seamless disbursement of online accounts and digital assets

- Collaborated with the founder, product manager, and developers to balance user needs, business requirements, and technical constraints to translate them into meaningful user experiences
- Conducted and analyzed quantitative user research in order to define key features for the product
- Led the re-design for both the website and product

Cloud Solution Engineer UI/UX focus - Oracle

7/2017 - 5/2018

Support the pre-sales team by designing and developing innovative technical prototypes and solutions using Oracle Cloud (PaaS) offerings

- Worked on the team that built the demo of the intelligent bot cloud service (IBCS) for **Oracle Open World 2017's Keynote**
- Boosted Cloud Hub revenue by effectively leading demos and presentations to C-level clients at Fortune 500/100 companies, for both B2C and B2B solutions

- Successfully secured leadership buy-in to integrate UX strategy into the Cloud Hub's client engagement process through effective advocacy efforts
- Led UX strategy sessions, employing UX methodologies to identify and convey user needs effectively
- Produced storyboards, wireframes, and coded custom prototypes (HTML/CSS/JS) to illustrate user needs and propose innovative solutions to stakeholders

Education

NN/g UX Certification - Nielsen Norman Group (NN/g)

UX Design Certification & UX for Voice Specialization - Careerfoundry

Full Stack Web Development Certification - University of Texas at Austin

Doctor of Physical Therapy (DPT) - Rutgers University

Bachelor of Science in Biology - William Paterson University - Full Tuition Scholarship