

# VIRAT MAHUJA

## SENIOR UX DESIGNER

### CONTACT

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### KEY SKILLS

User Experience Design (UX)

Interaction Design

Usability Testing

User Interface Design (UI)

### EDUCATION

PGCert

#### MIT Institute of Design, Pune

2022

Advanced Certificate in Innovation & Experience Design

B.A.

#### YCMOU, Nashik

2011

Bachelor of Arts in Sociology

CMM

#### Xplora Design Skool, Dhule

2009

Advanced Certificate in Multimedia and Animation

### PROFILE

UX Interaction Designer with 9+ years of experience in creating intuitive, user-centric interfaces across mobile and web platforms. Skilled in employing design thinking methodologies to solve complex problems and enhance user satisfaction.

### WORK EXPERIENCE

#### UX Designer

Veritas Technologies LLC | Pune

NOV 2020 - Present

- Enhanced NetBackup BaaS enterprise applications through targeted UX improvements.
- Supported and managed lift-and-shift projects to ensure seamless transition and integration.
- Developed user flows, information architectures, and comprehensive user interfaces.
- Conducted usability testing to refine and optimize user experience continually.
- Spearheaded multiple lift-and-shift projects within NetBackup.
- Delivered 51 epics across 6 release cycles, collaborating with cross-functional teams.
- Conducted detailed UX audits for pivotal Alta modules, generating actionable insights that greatly enhanced user adoption and operational efficiency.
- Made significant contributions to product innovation, markedly improving user satisfaction and driving adoption rates across the platform's backup and recovery functionalities.

#### Lead UX Designer

Tech Mahindra Ltd | Pune

OCT 2016 - NOV 2020

- Promoted to Lead UX Designer, advancing from U3 to U4 band.
- Designed enterprise applications for major clients such as T-Mobile, Verizon, Ingram Micro, and XPO Logistics.
- Secured a Canadian visa for leadership in a critical Proof of Concept (POC) project, leading to expanded client engagement.
- Led high-impact POC workshops at Ingram Micro, Mumbai.
- Mentored junior team members in professional growth and skill enhancement.
- Contributed strategically to multiple POC initiatives, improving user satisfaction and optimizing development timelines.

#### UI & UX Designer

Truelytics Comm Pvt Ltd | Pune

AUG 2015 - OCT 2016

- Created product vision and strategy for icustommadeit.com.
- Led UI/UX redesign, elevating startup to \$6 million funding and unicorn status.
- Executed competitive analysis to benchmark for feature enhancements and user experience improvements.
- Created user personas and journey maps to guide design decisions and increase user satisfaction.

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## SKILLS

User Research  
User-Centered Design  
Information Architecture  
Agile Methodology  
Prototyping  
Cross-functional Collaboration  
Information Architecture  
Agile Methodology  
Leadership

## TECHNICAL SKILLS

Adobe Design Suite  
Axure RP  
Balsamiq  
Figma  
Sketch  
FigJam  
Miro  
HTML & CSS

## LANGUAGES

English   
Arabic   
Spanish 

## KEY HIGHLIGHTS

- Certified User Experience Designer and active member of the Interaction Design Foundation (IDF). Specializes in developing and executing comprehensive design strategies aligned with business goals and user needs.
- Proficient in defining and implementing UX strategies that enhance user engagement and drive business success.
- Firm understanding of user behaviours and needs through extensive user research and usability testing.
- Hands-on experience in creating detailed wireframes and prototypes to explore and communicate design ideas.
- Proficient in mapping out user flows and designing intuitive interactions. Proven ability to structure, organize, and label content effectively to help users find information and complete tasks.
- Experienced in creating detailed personas to guide design decisions and strategy. Adept at conducting thorough competitive and content analysis to guide UX strategy.

## KEY ACCOLADES

- **Awarded Employee of the Year 2015-2016 by Truelytics eComm Pvt. Ltd.**
- **Recognized as part of the Best Team for the UVO Chat Bot project at Tech Mahindra.**
- **Received multiple Pat on the Back "Pursuit of Excellence" awards from Tech Mahindra Limited for exceptional performance and dedication. (Total 4)**
- **Honored with the Veritas WOW Level 1 Award.**
- **Received the Veritas WOW Award for outstanding contributions.**