

# Upendranath K

Senior Product Designer (7 years+ experience)

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## EXPERIENCE

### Senior Product Designer, Jio

FEB 2023 - PRESENT

- Leading design for internal design system tools and design system website.

### Senior Product Designer, Compass

JUL 2020 - JAN 2023

- Designed the Find an Agent experience, a professional networking tool for agents that includes advanced search, filtering, and profile experiences. Achieved 50% growth in monthly average users over 6 months.
- Designed end-to-end experiences (across iOS, Web, and Android) for the Agent-Client connections project which resulted in a 64% increase in the percentage of agents that send monthly invitations.
- For the Lead validation program, conducted research, and competitive analysis, and identified the opportunities for A/B testing to improve the quality of the leads. The project resulted in a 72% increase in agent action rate (from 40% to 60%).
- Supported the design team in the hiring process by conducting portfolio and whiteboarding rounds.
- Introduced new patterns and contributed to the design system part-time.

### Product Designer, Hiver

FEB 2019 - JUN 2020

- Designed Reports module, responsible for the research, high fidelity design, prototyping, and usability testing. Over the last 6 months, 60% of our paying customer users have Analytics.
- Revamped the entire product by establishing a new branding and design system.
- Implemented accessibility guidelines considering WCAG AA level standards, and released it in phases by collaborating with engineers.

### UX Designer, iB Hubs

JUN 2016 - DEC 2018

- Worked on end-to-end designs for over 10+ products across iOS, Android, and Web platforms in Edutech, Gaming, Fintech, and E-commerce domains.
- Established the design system for a product portfolio and used it all over the products.
- Initiated the brand guidelines for the multiple websites, and marketing material.
- Designed marketing websites and micro sites for different programs of the company.

### Design Intern, Good Through

DEC 2015 - APR 2016

Ideated, conceptualized, and delivered traditional print and digital assets including brochures, flyers, posters, banners, motion graphic intro videos.

### Founding Member, Spidyhost

MAR 2015 - MAR 2016

Led the design and served a multitude of clients with design of advertising material such as websites, logos, intro videos, and digital, print materials.

[Upen.design](https://upen.design)

[Dribbble/upen-design](https://dribbble.com/upen-design)

[Linkedin/upen-design](https://www.linkedin.com/company/upen-design)

## EDUCATION

### IIIT RK Valley

Bachelors in Metallurgy  
2012 - 2016

## SKILLS

User Experience Design  
Human Centered Design  
Wireframing  
Rapid Prototyping  
Visual Design  
Design Systems  
Accessibility Design  
User Research  
Usability Testing  
Motion Design  
Iconography  
Brand Identity  
Illustrations

## TOOLS

Figma  
Sketch  
Adobe XD  
Invision  
Principle  
Adobe After effects  
Adobe Illustrator  
Abstract  
Miro  
HTML & CSS

## CERTIFICATIONS

### Usability Testing

Interaction Design Foundation

### Design Thinking

IBM

### Design 101

Designlab