NAMRATHA THIMMARAYA GOWDA

SENIOR UX DESIGNER

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Profile

An experienced UX Designer with over 5 years of experience creating intuitive and engaging user experiences for web, mobile applications and games.

Professional Certification

- PG Diploma in Product Management, upGrad
- UX Design Certification from Designers Lab

Skills & Tools

UX/UI Design, Prototyping, Interaction Design, User Research, Information Architecture, Prototyping, Competitive Analysis, Team collaboration, Figma, Sketch, Adobe Creative suite, Azure, Jira, Git Hub

Work Experience

Senior UX Designer
Jan 2024 - Present

Sumo Digital Ltd - Leamington Spa, UK

- Designed intuitive and accessible user experiences for Stampede - Racing Royale, effectively addressing user needs and solving complex design challenges for both PC and mobile platforms.
- Conducted comprehensive user research and usability testing to inform design decisions, ensuring products meet high standards of user satisfaction and engagement.
- Fostered a collaborative design environment, leading cross-functional teams to innovate and iterate on design solutions that enhance user experience.

Experience Designer
Feb 2021 - Dec 2023

Zynga India

- Led UX design for Willy Wonka and Vegas Slots, Wizard of OZ Magic Match, Heist Rush , Black Diamond Casino , and an unannounced project (successful pre-launch UX designs).
- Independently led the UX team, achieving a 40% reduction in design iteration cycles and increase in team productivity within a year.
- Mentored high-performing UX team, enhancing collaboration through workshops and feedback sessions.
- Contributed to design review meetings, leading to over new user-centric features in span of 2 years and significant improvements in user satisfaction and app ratings.

Associate Experience Designer

Zynga India

Feb 2020 - Feb 2021

- Developed and implemented a comprehensive design system for the Willy Wonka and Chocolate Factory slots game, streamlining resource accessibility and enhancing design efficiency.
- Successfully led the UX team, driving significant improvements in KPIs and other success metrics within a year through strategic direction and independent leadership.
- Ensured consistent design quality across projects by rigorously adhering to established themes and functional standards, maintaining a cohesive and user-centric experience.

Projects

Industry Project with Upgrad

Bangalore

- Worked on analyzing Online food delivery market potential, conducting competitor comparisons, user research, and developing strategic growth plans using the research methodologies, aimed at optimizing subscription plans and market expansion.

Awards and Recognition

Zynga Hackathon
India Level Recognition

Zynga Ideathon
Winner