HIMA VARSHA BARLA

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PROFESSIONAL SUMMARY

Product Designer with 2+ years of design experience across SaaS, mobility, and e-commerce. Skilled in translating business and user needs into user flows, wireframes, prototypes, and high-fidelity interfaces. Experienced in Figma, user research, usability testing, responsive design, and cross-functional collaboration.

CORE SKILLS

Product Design: UI/UX Design, Interaction Design, User Flows, Information Architecture, Wireframing, Prototyping, High-Fidelity UI, Responsive Design

UX Research: User Interviews, User Research, Usability Testing, Microsoft Clarity, Heatmap and Session Recording Analysis

Tools: Figma, FigJam, Canva, Framer, WordPress, Jira, Confluence

Product Delivery: Design Systems, Component Reuse, Developer Handoff, Design QA, Stakeholder and Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Product Designer | Freelance **Sep 2025 - Present**

- Design web and mobile product experiences across SaaS, mobility, and e-commerce, collaborating directly with founders and stakeholders.
- Translate product requirements and user needs into user flows, wireframes, interactive prototypes, and high-fidelity Figma interfaces.
- Apply stakeholder feedback, user research, and usability findings to refine navigation, interaction patterns, and end-to-end workflows.
- Partner with frontend developers on design handoff, implementation, and design QA to identify gaps between approved designs and delivered interfaces.

GIS Engineer | Cyient **Mar 2025 - Present**

- Support GIS project workflows, spatial data review, and software testing; collaborate with project teams to investigate data and workflow issues.

UI/UX Designer | Design Blocks **Oct 2024 - Feb 2025**

- Designed web and mobile interfaces in Figma, translating client requirements into clear layouts, navigation structures, and user flows.
- Iterated on interface structure and interactions using stakeholder feedback to improve usability and visual consistency.

UI Developer | Suven Consultants and Technology Pvt. Ltd. **Jun 2023 - Jul 2023**

- Translated website mockups into functional WordPress pages and built a portfolio website to showcase design and development work.

SELECTED PRODUCT DESIGN PROJECTS

Vizlyra | AI-Enhanced Data Visualization SaaS **Oct 2026 - Nov 2026**

- Designed key dashboard creation, customization, and sharing experiences for an AI-enhanced visualization platform.
- Structured dashboard and data-visualization workflows to help users create and share dashboards through a clear product experience.

INRIDE | Ride and Parcel Booking Mobile App **Nov 2025**

- Worked with the founder to understand rider pain points and simplify ride selection and ride-acceptance workflows.
- Defined an orange-led visual direction and designed mobile interfaces with a focus on readability and ease of use.
- The founder reported positive feedback on the simplified booking experience and an increase in app installs following launch.

Chalo Gaadi | E-commerce Mobile App Redesign **Oct 2025**

- Redesigned e-commerce experiences across category filters, product discovery, navigation, and information hierarchy.
- Reviewed Microsoft Clarity heatmaps and session recordings to identify friction points and opportunities to improve user flows.
- Reused the existing Material UI component library and collaborated with developers on consistent implementation to help reduce rework.

EDUCATION

Bachelor of Technology (B.Tech), Computer Science and Engineering

Baba Institute of Technology and Sciences, Andhra Pradesh Jan 2020 - May 2024

CERTIFICATIONS

- Building Dynamic User Interfaces for Websites - Google (Feb 2024)
- Designing User Interfaces and Experience (UI/UX) - IBM (Oct 2023)
- Introduction to Cloud Computing - IBM (Sep 2023)
- UI/UX for Beginners - Great Learning (Aug 2023)