# Hari Nair
## Senior Product designer

Bangalore, India
**Phone: 9048887104**
**Email:** hkrnofficial@gmail.com
**Social media :** Linkedin, instagram
**Portfolio:** Website: Harinair.co.in, dribbble, Behance, Medium

## Professional summary

Senior product designer with an eye for detail and care about creating beautiful, visually consistent designs keeping users always in mind along with business goals. Having worked with B2B, B2C & E-commerce products has been able to design systems at scale and has a holistic approach on the experience from discovery to delivery. Experienced in designing and iterating innovative user interfaces through Usability testing which resulted in improved user experience.Effectively manages various products and excels in meeting deadlines in quick-turnaround settings.

## Experience

### Company: Arvind Limited, Bangalore
September 2015 - Present (6 yrs, 4 months), Bangalore, india

#### Omuni.com, Bangalore – *Senior Product designer*
Sept 2019 - Present (2 yr, 6 months), Bangalore, Remote

**Responsibilities**

- Built and managed the product design team of 4 to build omnichannel SAAS platform "omuni" for global retailers and brands(GAP, U.S. Polo, Levi's, Sephora, Tommy Hilfiger, Calvin Klein, Bata, Vero Moda, Jack & Jones, W, Vijay Sales, tablz,) across multiple categories and geographies.
- Collaborated with a team of Product managers, developers, content strategists, engineers, Sales, customer success,project managers and other stakeholders focused on making the omnichannel journey seamless for all our brands and to achieve design related quarterly OKRs. Managed product roadmaps, timelines, team for various products.

**Achievements**

- Created 10+ features for ecommerce applications (android and ios) for nnnow.com with asset optimisation and with developer guidelines in mind which in turn increased the usability of the product and made the browsing experience seamless. This involved designing storyboards and sketching (to communicate interaction design concepts)user flows, user journey maps,

empathy maps, value proposition prototyping, product/interaction/visual design/prototype through pencil on paper sketching and using tools such as Figma, XD, Invision, adobe creative suite and Zeplin (design to developer hand-off).

- Demonstrated ability to create design solutions for omuni products from ambiguous and complex concepts through design thinking methods.Experimented continuously while doing so and iterated the designs to focus on user pain points and needs.
- Researched, designed, created multiple products Pricing, User management, Inventory management, B2B multi-tenancy, Internationalization which helped the brands immensely as it brought visibility and made it more self serve. This in turn helped reduce the load on omuni and man time by 10%.
- Developed design system, style guides, documenting design from scratch for omuni and then maintained design systems libraries and teams for future use cases. This also involved creating the branding for omuni from scratch.Creating design system helped usability issues and maintained brand consistency. It also increased efficiency by more than 80%. The speed to market also increased by 50% and now the design reviews used to take less time.

### NNNOW.COM, Bangalore, Mumbai – *Assistant art director*
September 2015 - September 2020 (4 yr,), Bangalore,Mumbai, Remote

- Created innovative content for arvind brands like Sephora, GAP, The children's place, Tommy Hilfiger, Calvin Klein, USPA, Ed Hardy, Flying Machine, True blue for their new product launches and elevated all the visual across all platform especially social media channels which helped in increasing the engagement and followers by 40%. The visual created had strong recall and noticeability online and offline, amidst the clutter
- Designed creative content in house by working with creative directors, senior art directors, copywriter, design team to develop design and photoshoot concepts, gather information, discuss alternatives, gain approval and review design specifications.
- Conceptualized, Planned, Directed, Designed several brand campaigns and guidelines for USPA, Ed hardy, Flying machine, GAP, Sephora, True blue, NNNOW. Built brand guidelines to establish implementation across a range of different applications for Campaign, digital, packaging, print, cataloging and onsite creatives.
- Conceptualized & Designed 200+ banners for the international brands which increased the reach and traffic of the nnnow website. Also, co created the nnnow branding and the nnnow app.

**Company: Ogaan**
January 2015 - September 2015 - (9 months), Mumbai, india

### Elle India – *Graphic designer*
January 2015 - September 2015 - (9 months), Mumbai, india

- Assisted in the fashion editorial shoot with the creative director.
- Designed, illustrated and did layouts on several pages of Elle India.
- Co created the branding for Ogaan
- Conceptualized and Designed elle breast cancer carnival, Elle beauty awards event from scratch

## Education

November 2021 - January 2022, Online

**Google– coursera, Online** – *UX design certificate*

Completed rigorous training designed for entry-level job readiness. Topics included UX research fundamentals, inclusive design, wireframes and high-fidelity prototypes, and tools like Figma and Adobe XD. Completed hands-on projects and developed a portfolio with three projects.

August 2009 - May 2013,, Mumbai

**National Institute of fashion technology (NIFT), Mumbai** – *Bachelors in design*

Completed the Fashion Communication programme that primarily focuses on four major domains i.e., Graphic Design, Space Design, Fashion Media and Fashion Thinking, and the related genres of these major areas, using hand and digital skills through knowledge, application and practice based approach

## Skills

Research,Design, Prototyping, communication

Knowledgeable in UX and prototype design tools Figma, Adobe XD, photoshop, illustrator, after effects, premier pro, indesign. Proficient in Google Workspace and Microsoft Office. Good customer service skills. Great communication skills with customers. demonstrated ability to effectively communicate complex concepts to cross functional partners.Research - Data analysis using google analytics, Task analysis and personas hypothesis, Usability testing, A/B testing & experiment, Diary study. Collaboration: Organizing workshops, Facilitating design critique, Self starter, Detail oriented, Flexible, Communicative. Design skills: Branding, illustration, UI graphics, graphic design, user flows, concept sketches, wireframes, mockups, art direction, strategy and vision presentation, product design, style guides and pattern library, UI Design, UX design, product design