Varun Kapoor

Lead Product Designer

Experience

Docker - Lead Product Designer, DevEx   Seattle, WA
Jan 2024 - Present

- Led research on the developers' journey in the 'inner-loop' (before and after creating containers in local development), sharing insights with executive staff that influenced multiple teams.
- Identified key insights into troubleshooting issues, prompting further research and strategic design work with the potential to open a new revenue stream for Docker in app visualization and AI-driven troubleshooting.
- Led design initiatives focused on enterprise enablement and growth—such as the enterprise insights dashboard created in close collaboration with data teams and Product Managers that help businesses gain insights about their organizations using Docker. Additionally, enhanced docker's sign-in experience, leading to a 55% increase on enterprise active user sign-ins within one month of deployment.
- Collaborate with product managers to build north star product strategy, guiding multi-quarter work for the teams.
- Established processes for the team, ensuring smooth workflows and removing obstacles to consistently deliver high- quality designs.
- Contribute to design system by delivering patterns and documentation, enabling other designers to utilize them efficiently for their project.

Ingram Micro - Sr. Principal Product Designer, Xvantage   Seattle, WA
July 2023 - Jan 2025

- Implemented an iterative UXR design process that empowers the team to continuously raise the design bar. The process enabled open collaboration with engineers, fostering a "two-way door" approach where design solutions are refined through feedback loops before final implementation, resulting in efficient development and user experiences.
- Established a collaborative environment, facilitating cross-functional strategy workshops and ensuring alignment between design, product, development, and other cross-functional teams.

Amazon (AWS) - Sr. UX Designer, Serverless   Seattle, WA
May 2020 - June 2023

- Conducted research to understand customer needs and collaborated with stakeholders to identify potential opportunities in customer journeys, resulting in the creation of a document that served as the foundation for the Product-led growth North star strategy and was later presented to leadership for funding and resource allocation.
- Developed a comprehensive UX strategy, starting with small-scale experiments for quantitative data collection and advancing towards a long-term vision. The goal was to create a self-serve onboarding experience for new customers. Short-term experiments yielded a positive outcome, with a 10% increase in conversion rate.
- Designed product features that encompassed various interfaces, such as AWS console, AWS CLI, and SAM CLI. This involved transforming abstract concepts into functional elements, ensuring a seamless end-to-end experience.
- Streamlined the process of gathering and evaluating metrics for new product launches by establishing a collaborative framework with an engineer and product manager.

GE Healthcare - UX Design Lead, AI   Chicago, IL
September 2018 - May 2020

- Designed a user-friendly interface for machine learning algorithms that enhances Enterprise Imaging products, specifically assisting radiologists in identifying Pneumothorax conditions in adolescents.
- Conducted research to understand radiologists' perspectives on artificial intelligence and used that information to create user journey maps for each archetype. Worked closely with the data science team to identify edge use cases.
- Created detailed project plans to ensure clear visibility of the user experience timelines, helping the product team establish the scope and release date for the new feature.
- Collaborated closely with design leadership to streamline design processes, resulting in improved updates and work sharing with stakeholders.

Contact

varunkapoor1922@gmail.com

312-477-1439

Portfolio: www.uxkapoor.com
Password: Buildthings2023

Education

Academy Of Art University

Masters Of Arts

September 2014 - May 2017

Human Computer Interaction (HCI)

Symbiosis International University

Bachelors of Design

June 2009 - June 2013

Communication Design

Skills

Design tools

Adobe creative suite, Metaverse, Figma, Sketch, Zeplin, Flinto, Maya, Unity, Blender, Illustrator, Photoshop, Flash, Adobe After effects, Adobe Edge Animate Indesign, Flash, Adobe premiere, Adobe dreamweaver, Invision

Technical

Containerization, Cloud computing, A-frame, C#, ARCore, WebVR, Javascript, JQuery, HTML5, CSS, Bootstrap, PHP, D3, Recharts, Charts.js

Arity - Sr. UX Designer, Automotive   Chicago, IL
September 2016 - September 2018

- Developed an in-car experience to help drivers change their driving habits, which was showcased at CES 2018, leading to partnerships with Toyota and Ford.
- Successfully tackled complex challenges by transforming data-driven analytics dashboards related to driving behavior into user-friendly designs that can be easily understood and utilized by both novice and expert users.
- Worked in an agile environment with a diverse team of designers, product managers, data scientists, researchers, and engineers on both B2B and B2B2C products.

IBM - UX Designer, Watson Analytics (AI)   Chicago, IL
May 2015 - April 2016

- Developed a proof-of-concept with the design team that showcased the use of virtual reality for data visualization and analysis, which was later presented to the CEO of IBM.
- Analyzed user needs and developed an interactive experience for predictive analytics while working in an agile/scrum development environment.
- Organized A/B testing sessions of the product within the company and incorporated feedback to improve the design.

Other Interests

UX of Artificial Intelligence

Building XR/AR/VR experiences

Console gaming

Pickleball and other racquet sports