

Varun Kapoor

Lead Product Designer

Experience

Docker - Staff Product Designer, DevEx

Seattle, WA
January 2024 - Present

- Led research on developers' inner loop journey, uncovering critical pain points in the development cycle, particularly in troubleshooting. Delivered insights to executive leadership, influencing product direction and enabling multiple teams at Docker to align on solutions that enhance the developer experience.
- Focused on network troubleshooting as a critical area, conducting multiple research studies and developing concept designs to address challenges. Identified a clear problem, defined a strategic vision, and successfully influenced product managers and executive leadership to prioritize the initiative in Docker's 2024 roadmap. Designed and launched an AI-powered network visualization experience for Docker Desktop and CLI, enhancing developers' troubleshooting efficiency and productivity.
- 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.
- Reimagined Docker Desktop's information architecture and layout by starting with object modeling to align core entities with developers' workflows. Created and tested multiple design concepts rooted in this new model, conducted usability studies and task analysis, and successfully influenced executive stakeholders to adopt the new structure—shaping a cohesive, scalable vision that now guides platform-wide product development.
- Collaborated with product managers to define the north star product strategy, guiding multi-quarter team roadmaps. To operationalize the vision, created a Docker Desktop prototype boilerplate that enabled designers, PMs, engineers, and leaders to fork and build ideas rapidly—streamlining collaboration, improving communication, and accelerating design iteration across teams.

Ingram Micro - Sr. Principal Product Designer, Xvantage

Seattle, WA
July 2023 - January 2024

- Implemented an iterative UX 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.

Contact

varunkapoor1922@gmail.com
312-477-1439

Portfolio link

Portfolio: www.uxkapoor.com
Password: Buildthings2023

Case studies

[Docker case study](#)
[Amazon case study](#)

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

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.

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