

NAMRATHA THIMMARAYA GOWDA

USER EXPERIENCE DESIGNER

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EDUCATION

- **UX Design Certification**
Designerrs Lab
Dec 2019
- **Electronics and Communication**
BE, Visvesvaraya University
July 2015 - June 2019

SKILLS

User Research
Information Architecture
Competitive Analysis
Wireframing
Rapid Prototyping
Usability Testing

TOOLS

Sketch
Figma
Adobe Photoshop
Invision
Zeplin
Unity
Sprite Builder / Cocos Builder
Jira
Git

AWARDS AND RECOGNITION

- **Zynga Hackathon**
India level recognition
- **Zynga Ideathon**
Winner

EXPERIENCE

- **Experience Designer**
Zynga • March 2022 - Present

Worked on various projects and genres, including Willy Wonka and Vegas Slots, Wizard of OZ Magic Match, Heist Rush, Black Diamond Casino, and unannounced project.

Demonstrated expertise in team management, providing valuable inputs, and fostering a highly collaborative environment.

Mentored new UX designers, offering guidance and support to help them develop their skills.

Collaborated closely with project managers and developers to deliver technically feasible design solutions for features, adhering to project timelines.

Proactively explored innovative approaches and techniques to enhance the UX design process.
- **Associate Experience Designer**
Zynga • Feb 2021 - Feb 2022

Participated in design review meetings, contributing to collaborative brainstorming sessions for new UX features.

Achieved improved KPIs and other success metrics by independently leading the UX team within a year.

Assured consistent design quality across projects by adhering to prescribed themes and functional choices.
- **Experience Design Intern**
Zynga • Feb 2020 - Jan 2021

Implemented a design system that made finding the resources required easier for Willy Wonka and Chocolate factory slots game.

Used wireframes, mock-ups, and prototypes to establish user interface design and architecture.

Collaborated with teammates to deliver valuable features meeting business and player needs.

Applied both qualitative and quantitative analysis techniques to continuously improve end-user experiences for Willy Wonka and Chocolate factory slots game.