

NAMRATHA

THIMMARAYA GOWDA

SENIOR UX DESIGNER

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Skills & Competencies

- UI/UX Design
- Prototyping
- Graphic Design
- Interaction Design
- User Research
- Information Architecture
- Competitive Analysis
- Rapid Prototyping
- Team collaboration

Tools

- Figma | Sketch | Adobe XD
- Unity | Adobe Photoshop
- Sprite Builder | Cocos
- Confluence | Azure
- Jira | Git

Awards and Recognition

Zynga Hackathon

India Level Recognition

Zynga Ideathon

Winner

Education

UX Design Certification

Designerrs Lab

Dec 2019

Electronics and Communication

BE, Visvesvaraya University

July 2015 – June 2019

Work Experience

Senior UX Designer

Sumo Digital Ltd – Leamington Spa, UK

Jan 2024 – Present

- Creating player-centric experiences for Stampede – Racing Royale, prioritizing user needs and accessibility, and solving complex problems with design thinking.
- Conducting user research and usability testing to refine designs based on player feedback. 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.

Experience Designer

Zynga India

Jan 2022 – Dec 2023

- 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.
- 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 India

Feb 2020 – Feb 2022

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