

VELAVAN JV

Senior UX Designer

Bengaluru, India · +91-9845759645 · velavanjv@gmail.com

PROFILE

UX designer with 12+ years shaping enterprise B2B products across print-workflow automation, satellite sustainability platforms, and IoT ecosystems. I take dense technical domains—geospatial data, production print, connected devices—and turn them into interfaces operators and admins can actually use. Decisions grounded in contextual inquiry and usage data, and comfortable making the UX case to product and engineering leadership.

EXPERIENCE

EFI (Fiery)

Senior UX Designer · Jan 2025 – Present

UX Design Consultant · Jul 2023 – Jan 2025 | Bengaluru

- Lead end-to-end UX audits of Fiery Command WorkStation and print-production tools, pairing heuristic evaluation with operator contextual inquiry to map pain points across job submission, color management, and queue workflows.
- Redesign core digital front-end (DFE) task flows to cut operator clicks and cognitive load during high-volume job setup, imposition, and finishing.
- Turn audit findings into prioritized, data-informed recommendations, presenting to product directors and engineering leadership to shape roadmap priorities.
- Partner with PMs and dev leads on complex workflow-automation features (preflight, job routing, RIP settings), using AI-assisted tools (ChatGPT/Claude, Figma AI) to speed documentation and exploration.

AiDash Inc.

Senior UX Designer | Jul 2021 – Jun 2023 | Bengaluru

- Designed the web app for AiDash's Intelligent Sustainability Management System (ISMS)—a satellite + AI SaaS platform used by major UK utilities and conservation bodies across 2,000+ sites and 18,500+ habitats.
- Built map-based interfaces for the Land module from field-team contextual inquiry, letting users read satellite-derived habitat classifications, land-use, and biodiversity scores across thousands of hectares—replacing surveys costing up to 20× more.
- Designed dashboards for the Carbon / Natural Capital module surfacing carbon stock (98.5% ground-validated), emissions baselines, and offset opportunities against net-zero targets.
- Structured compliance reporting that packaged ISMS outputs into audit-ready ESG disclosures—cutting client analysis from months to days and assessment costs 70–90%.

Hubble Connected

UX Designer | Mar 2016 – Jul 2021 | Bengaluru

- Led a small design team across iOS, Android, and web for Hubble's smart baby monitors, security cameras, and connected-home devices, mentoring juniors on interaction patterns and stakeholder communication.
- Redesigned device setup—Wi-Fi configuration, firmware updates, account linking—using support and session data to cut drop-off and support escalations.
- Owned the live-streaming interface (pan/tilt, two-way audio, motion alerts), balancing rich functionality with a calm, low-anxiety experience for parents; designed cloud-recording subscription flows from conversion and churn data.

CommonFloor (acquired by Quikr)

Graphic & UI Designer | Mar 2014 – Mar 2016 | Bengaluru

- Designed high-fidelity interfaces for a real-estate marketplace used by millions—property search, listing pages, and builder microsite templates across web and mobile.
- Produced campaign and tradeshow assets across marketing, product, and brand during rapid growth and acquisition. Won Best Hack in Innovation (2015).

FitKids Education

Graphic Designer | Nov 2011 – Mar 2014 | Bengaluru

- Built the company's first brand identity and visual language across web, social, print, and event signage, connecting design choices to enrollment outcomes.

CORE SKILLS

Product Thinking & Strategy	End-to-End Product Design	Complex Workflow Simplification
Product Discovery & User Research	Data-Informed Design	Cross-Platform (Web / Mobile / Desktop)
Information Architecture	Wireframing & Hi-Fi Prototyping	AI-Assisted Design Workflows
Enterprise B2B Product Design	Stakeholder Alignment	Agile Product Development

TOOLS

Figma (incl. AI plugins) · Adobe CC (XD, Photoshop, Illustrator) · Miro · Jira · Confluence · ChatGPT / Claude · Sketch · Zeplin

EDUCATION & CERTIFICATION

International Certificate in Product Management

Institute of Product Leadership Inc., USA · 2024

BA (Hons) Psychology

New Shores International College, Bengaluru · 2020–2023 *user behaviour, research methods, cognitive psychology*

Diploma in Multimedia

Arena Multimedia, Bengaluru · 2009

AWARDS

Extra Mile Award, Hubble Connected (2019) · Best Hack in Innovation, CommonFloor (2015)