

# Varuun Reddy Pochampally

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## SUMMARY

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Product Designer with extensive experience creating and scaling digital products across B2B, healthcare, PropTech, EV, water utility, and EdTech domains. Led the redesign of Blue Cross Blue Shield's Care Coordination Portal, raising user satisfaction 39% and cutting query response time 25%; also directed an inclusive website redesign for Transition Discoveries, improving accessibility scores 25% and expanding audience reach. Passionate about applying usability, accessibility, and data-driven design to deliver efficient, scalable solutions that drive business outcomes.

## EXPERIENCE

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### Blue Cross Blue Shield

Aug 2024 - Present

#### UX Engineer

Orchestrated the enhancement and modernization of the Care Coordination Portal (CCP), a web-based, report-driven platform used across Federal Employee Program plans to access member, clinical, pharmacy, and referral data. Led usability improvements and stakeholder-driven redesign efforts that increased user satisfaction by 39%. Played a key role in the transition to CareCoordination360 (CC360), evolving CCP into a more unified, member-centric experience while supporting data migration and integration with legacy systems.

- Unified Care Coordination Portal (CCP) redevelopment and transition, gathering feedback to enhance usability, address defects, and add features, resulted in a 39% improvement in user satisfaction.
- Pioneered the design strategy for phased migration to CareCoordination360, ensuring seamless system integration; this enabled 25% faster query responses due to enhanced scalability.
- Fortified the Cobalt Design System, accelerating design-to-development hand-offs by 40% and delivering consistent experiences across 11+ applications.
- Accelerated collaborative workshops with product managers and engineers to align goals, constraints, and user needs, resulting in a 30% reduction in design iterations.
- Spearheaded usability enhancements for 6 key features on the legacy platform through close coordination with QA and UAT teams, improving user task completion rates by 20% across all platforms.
- Transformed responsive web experiences, increasing user interaction by 12% and reducing load times by 20%.

### RoomBees

Jun 2024 - Dec 2025

#### Head of Design

Led product design for RoomBees, a roommate and housing discovery platform, working part-time (20 hrs/week) to drive product strategy, UX architecture, and high-fidelity design from concept to launch, supporting 250+ active users across web and mobile.

- Designed the official RoomBees logo in Adobe Illustrator, establishing a brand identity that boosted brand recall among users.
- Conducted user research (surveys, interviews) and competitive analysis using ProtoPie and data-visualization tools to uncover key pain points in roommate and housing discovery, then crafted intuitive onboarding, search, and listing workflows that improved onboarding completion rates.
- Designed high fidelity interfaces, interactive prototypes, and a scalable design system in Figma to ensure consistency across product features.
- Collaborated with developers to translate UX designs into production-ready interfaces, delivering detailed prototypes and interaction specifications that streamlined handoff and accelerated release cycles.
- Iterated on product features with Sketch and user-flow diagrams, applying user feedback and engagement insights to redesign onboarding, listing creation, and messaging workflows, which improved user retention and helped drive growth.

### Transition Discoveries

Feb 2024 - Aug 2024

#### Lead Product Designer

Directed the end-to-end redesign of a website, focusing on inclusive design strategies and AI-driven conversational interfaces to enhance user engagement and support. Conducted extensive user research, usability testing, and data-driven design improvements, leading to significant performance enhancements. Transformed research insights into actionable design solutions and high-fidelity prototypes through an iterative, user-centered approach. Collaborated with cross-functional teams to implement design improvements that streamlined user experience and boosted key usability metrics.

- Instituted inclusive design principles across the website redesign, improving accessibility scores by 25% and expanding the platform's reach to a broader audience base.
- Led design sprints, brainstorming sessions, and cross-functional reviews, driving alignment across design, development, and research teams.
- Translated 50+ research insights and expert inputs into 30+ actionable, user-centered design solutions.
- Directed the creation of 25+ high-fidelity interactive prototypes through an iterative design process.

- Restructured critical user-interface elements, slashing user error rates by 50% and raising task success rates by 67.22%, which boosted product adoption
- Championed WCAG-compliant, accessible design practices across the product, resulting in a 25% increase in compliance audit scores and a reduction in accessibility-related support tickets
- Created user personas and journey maps from qualitative and quantitative research, which informed design decisions and improved alignment with user needs
- Performed competitor analysis and heuristic evaluations, identifying design gaps and opportunities for product differentiation.

## **Ampcus Inc (DC Water)**

**May 2023 - Feb 2024**

### *Lead Product Designer*

Directed the end-to-end UX/UI redesign of a SaaS platform for a water utility firm, aligning design solutions with user needs, industry standards, and WCAG guidelines. Executed data-driven UX optimizations, including A/B testing, workflow improvements, and accessibility enhancements, resulting in higher user engagement, faster task completion, and improved satisfaction rates. Revamped critical workflows, such as the Fire Hydrant module, reducing incident response times and enhancing operational efficiency.

- Redesigned a SaaS website for a water utility firm, aligning with WCAG guidelines and user needs, resulting in a 40% increase in user engagement and satisfaction.
- Implemented A/B testing methodologies to evaluate notification designs, increasing user engagement and task completion rates, which led to a 15% decrease in user bounce rate
- Overhauled the permit creation workflow in the Fire Hydrant module by integrating a payment gateway, leading to a 25% reduction in incident response time and a 30% improvement in task completion rate.
- Conducted user research, heuristic evaluations, and usability testing, translating insights into actionable design improvements that boosted task completion by 70%.
- Deployed heatmap analysis and session recordings using Google Analytics, identifying friction points and optimizing user flows for better navigation, driving an 43% improvement in user experience.
- Developed interactive wireframes and prototypes, streamlining the design-to-development hand-off process and resulting in an 30% reduction in development time.
- Modernized dashboard and notification designs, improving clarity and reducing user cognitive load, which helped users make decisions more quickly

## **Indiana University - Luddy School**

**Aug 2022 - May 2023**

### *User Experience & Communication Specialist*

Conceptualized and implemented UX and communication enhancements that improved student engagement, involvement, and satisfaction. Designed and optimized weekly newsletters for 4,500+ students, ensuring effective communication of school activities. Revitalized the Canvas website UX, leading to a 25% increase in engagement and a 19% reduction in bounce rate through data-driven improvements. Developed AI-driven conversational experiences using Mainstay, improving academic support chatbot efficiency.

- Conceptualized enhancements that boosted student engagement & involvement, raising satisfaction scores by 30%.
- Designed & authored weekly newsletters for 4500+ students, ensuring timely communication of school activities.
- Revitalized the Canvas website UX, increasing user engagement by 25% and reducing bounce rate by 19% through data analysis.
- Integrated conversational experiences using Mainstay, enhancing the efficiency of academic support chatbots and improving student interaction by 20%

## **Reached Technologies & IT Consulting**

**Apr 2019 - Apr 2022**

### *User Experience Designer*

Served as a User Experience Designer for EV Pitstop, conducting in-depth research on the Indian EV market and competitive analysis of charging infrastructure and services. Partnered with the product owner to execute user testing methodologies, including cognitive walkthrough and think-aloud process, to refine app usability. Drove the end-to-end design process, iterating on sketches, wireframes, and prototypes across multiple rounds. Delivered 10+ stakeholder presentations, showcasing research findings, design iterations, and competitive insights, driving data-backed UX improvements.

- Conducted survey-based and observational research to uncover user behavior and preferences in the Indian EV ecosystem, which informed design priorities and stakeholder decisions
- Executed usability testing to identify pain points and refine navigation flow, improving overall app engagement.
- Synthesized competitive research insights into actionable design recommendations, aligning EV Pitstop with global standards.
- Designed user experience by creating interactive wireframes and prototypes tailored to EV owners' needs, and applied iterative design thinking, achieving a 97% task completion rate.
- Applied iterative design thinking to refine app usability, accessibility, and visual consistency, which reduced user errors and increased overall satisfaction
- Optimized information architecture by structuring content, streamlining user flows, and reducing friction in key app functionalities, leading to a 50% reduction in support tickets
- Collaborated closely with product, engineering, and marketing teams, ensuring alignment between business objectives and user needs, which accelerated feature delivery and improved cross-functional communication
- Supported design-to-development handoff using HTML, CSS, Blazor, and JavaScript, ensuring feasibility and accurate implementation of UI designs, which reduced rework and sped up development cycles
- Presented research-backed presentations to executives and stakeholders, influencing design decisions with data-driven insights

## EDUCATION

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### Indiana University - Indianapolis

*Master's, Human-Computer Interaction*

*Indianapolis*

- **GPA:** 3.8
- **Achievements:** Awarded 1st place and a \$3000 scholarship among 16 teams for the best project proposal in a design sprint for Indy Parks & Recreation., Won 'Best in Show' at graduate capstone among 32 teams (100+ students) for redesigning the learning experience for youth with disabilities.

### Jawaharlal Nehru Technological University - Hyderabad

*B.Tech, Computer Science Engineering*

*Hyderabad*

- **GPA:** 3.5

## SKILLS

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- **Design Tools & Software:** Figma, Adobe Creative Suite, Sketch, CRM's, Zeplin, InVision, Abstract, ProtoPie
- **UX Methodologies:** User Research, Usability Testing, User Flows, Wireframing, Prototyping, Information Architecture, Interaction Design
- **Research & Analysis:** A/B Testing, User Behavior Analysis, Heuristic Evaluation, Competitive Analysis, Survey Design, Data Visualization, Statistical Modeling
- **Platforms:** SaaS, B2B, Healthcare, PropTech, EV, EdTech, Mobile Applications
- **Accessibility & Standards:** WCAG Compliance, 508 Compliance, ARIA Standards, Inclusive Design, Accessibility Audits, Usability Testing, Accessibility Engineering
- **Prototyping:** Interactive Prototyping, High-Fidelity Prototyping, Low-Fidelity Prototyping, Rapid Prototyping, User Testing, Prototype Versioning, Micro-interactions
- **Front-end & Data Technologies:** JavaScript, HTML/CSS, Blazor, SQL