

Tarun Baskar

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PROFILE

- UI/UX Design Certification - Google
- Creative Design, Prototyping, and Testing Certification – University of Maryland
- Web Design Certification

EDUCATION

Human-Computer Interactions (HCI) Program [Part-time]

Jan 2025 – Present | UNC Charlotte

B.A. Computer Science, Minor in Graphic Design

Aug 2020 - May 2024 | High Point University

UI/UX Design Projects

Apple Sign-In Flow Figma Prototype – Simplified user authentication with an accessible intuitive flow. (Figma, Adobe Illustrator)

BMW Landing Page – Designed an engaging page enhancing user interaction. (Figma, Adobe Photoshop)

Headphone App Prototype – Developed user flows & app mockups. (Figma, Adobe Photoshop, Adobe Illustrator)

Iron Man Splash Page – Created an Immersive splash page blending story telling with sleek UI. (Figma, Adobe Photoshop)

RELEVANT EXPERIENCE

CEO & Co-founder - of Varnam Designs LLC | Apex, NC

September 2018- Present

- Co-founded a web design startup supporting local business with branding, lead generation, SEO and Saas features.
- Designed websites with interactive UI/UX features and mobile responsiveness using Figma, Adobe Creative Cloud Suite, and Framer.
- Created Uniforms for Alvin Kallicharran's Cricket Academy using Adobe Illustrator and Photoshop & AI application wireframes for startups.

High Point University Student Digital Product Designer – UI/UX

September 2023 – May 2024

- Led ideation, journey mapping, and digital strategy for the university's digital team.
- Designed ESPN+ NCAA basketball marking content using Adobe XD, Photoshop, Figma, and Illustrator.
- Developed animated Kiosk Screen designs and both digital and physical decals for the university's displays using Canva and Adobe After Effects.

UI/UX & Web Design Intern at Generate Designs | Raleigh, NC

May - August 2023

- Designed wireframes, prototypes, and task flows and Conducted User Research and Case studies based on clients' requirements.
- Delivered websites such as charlesbarthartist.com & celebratewakecommunity.com, using Figma, Adobe Creative Cloud Suite, Sketch, HTML.
- Collaborated with stakeholders for troubleshooting and documentation, thinking about how to incorporate AI into problem solving.

UI/UX & Web Design Intern at King Textiles | Archdale, NC

May - August 2022

- Designed and developed responsive graphical interfaces using Figma, Adobe Photoshop, Sketch, HTML, and CSS.
- Incorporated Shopify e-commerce into the main website.
- Enhanced product uploads and conducted professional photography for e-commerce platforms

UI/UX & Web Designer at Elysium Technologies | Madurai, Tamil Nadu, India

July 2019

- Designed versatile e-commerce website with rich UI/UX for auto dealer using Figma, Adobe Creative Cloud Suite, HTML and CSS.
- Designed wireframe and UI using Figma, Adobe Photoshop, and Illustrator
- Developed personas, user stories and user journeys.

Technical Skills

Product Design Skills: Wireframing, High-Fidelity Prototyping, Mockups, User Journeys, Prototyping, Sketching, Case Studies, User Research, Presentation, Communication, Empathy maps, Web Design, E-commerce, SEO, Agile, Design Sprints, User-centered Design, Scrum, AI

Software: Adobe Creative Cloud Suite, Figma, Sketch, Proto.io, Invision, WordPress, Shopify, Framer, HTML, CSS, JavaScript, Google Workspace Tools, Microsoft Office.