ADARSH CHARA
Senior UX Designer

PROFILE

Senior UX Designer with expertise in **Enterprise Design Thinking, 3D/VR, and UX strategy**. Skilled in **user research, wireframing, prototyping, and front-end development** to create seamless digital experiences. Experienced in **leading teams, mentoring designers, and facilitating design thinking workshops**. Passionate about **blending creativity with emerging technologies** to drive innovation and engagement.

XR Guild Lead, IBM Blue Studio
IBM Bangalore EDT Chapter committee member and advisor

SKILLS

Design & Creativity
Ideation, User flows, Information Architecture, Design thinking, UI graphics, User Centric Design (UCD), Wireframing, Illustrations, Design Principles, Design System, Interaction Design, Prototyping, Knowledge of accessibility standards (WCAG), Photography and Videography

Research
Brainstorming, Contextual Inquiries, User interviews & surveys, Empathy mapping, User journey, Persona creation, Competitive analysis, Heuristic evaluation, Task analysis, A/B testing, Usability testing, Qualitative & quantitative analysis, Guided workflows, Storyboarding, Storytelling

Tools
Figma, Figma Make, Adobe XD, Sketch, Blender, Autodesk 3ds Max, Chaos V-Ray, Adobe Animate, Adobe Photoshop, Adobe Illustrator, Final Cut Pro, Adobe Premiere, Adobe After Effects, Adobe Audition, Invision, Mural

Web development
HTML, CSS, NorthStar, Carbon Design System, jQuery, Bootstrap, Joomla, WordPress, IBM Design Language, Shopify, A-frame

WORK EXPERIENCE

Senior UX Designer
IBM India Pvt. Ltd
2019 - Present

I design user-centric experiences for IBM tools, ensuring quality execution and brand consistency. By conducting user research, usability testing, and data analysis, I refine product usability and engagement. Using Figma, Sketch, and Adobe XD, I create wireframes, high-fidelity designs, and interactive prototypes.

I lead Enterprise Design Thinking workshops, collaborate with stakeholders to define scope and timelines, and support front-end development with HTML, CSS, and JavaScript. In XR (AR/VR) & 3D Design, I craft immersive experiences, develop 3D models, textures, and animations.

Beyond design, I mentor teams, foster cross-functional collaboration, and deliver impactful solutions that enhance user experience and business growth.

Senior UI Designer
J K Technosoft Ltd. (Client: IBM)
2016 - 2019

I drive innovative UX solutions for IBM tools, ensuring high-quality execution within budget. From ideation to final sign-off, I oversee the creative process while maintaining brand consistency.

I mentor designers, manage projects, and collaborate with stakeholders to deliver impactful, user-centric experiences.

ACCOMPLISHMENTS

- IBM Patterns Next Level
- IBM Advancing Accessibility
- Present2Win Presentation Skill building
- IBM Patterns Amplified
- Patterns Design Program Graduate
- Accessibility Design
- Watson Visual Recognition
- IBM Spark Design Festival Research
- User Experience Design Course
- The Design and User Experience (D&UX) Program
- IBM Design Thinking Co-Creator
- IBM Agile Explorer
- Web and Application Designing – Human Factors International (HFI)
- Practical Usability Testing – Human Factors International (HFI)
- Top contributor in Bangalore for facilitation EDT workshops and CSR programs for the year 2024 & 2025
- Awarded Managers Choice award twice for H1 in the group
- Awarded Best Performer Q2 in the group for the years 2017 and 2018

WORK EXPERIENCE

Visual Designer and Senior Web Developer
Pixton Technologies
2012 - 2016

I specialize in crafting strategic, user-focused designs across web, social, and mobile platforms. Collaborating with creative directors and multidisciplinary teams, I develop intuitive UI/UX experiences that align with usability best practices, analytics, and cross-browser compatibility.

I drive end-to-end design execution, ensuring high-quality outcomes, budget compliance, and brand consistency. Managing projects from ideation to delivery, I mentor designers while overseeing prototyping and final implementation. Additionally, I provide creative direction for photography, typography, and iconography.

Beyond UX, I have directed and scripted Life Finds a Way, a short film nominated for an international festival, and have expertise in 2D/3D design, including texturing, lighting, and rendering.

EDUCATION

Electrical and Electronics Engineering
REVA Institute of Technology and Management
Vishveshwarya Technology University (VTU)

LANGUAGES

Kannada • English • Hindi • Telugu