

ADARSH CHARA

Senior UX Designer

Portfolio Link: <https://adarshchara.com>

Contact Details:

Phone: +91.9980594898

Email: adarshachara@gmail.com

Location: Bangalore, INDIA

SUMMARY

Senior UX Designer shaping thoughtful, human-centered experiences across connected digital ecosystems. I turn research into structure — transforming interviews, insights, and data into elegant information architecture, intuitive interaction models, and purposeful design systems.

I believe complexity deserves clarity. Through journey mapping, taxonomy design, and prototyping, I craft simple, intelligent experiences that feel modern yet timeless. My approach blends strategic thinking with hands-on execution — from wireframes to scalable UI foundations.

With roots in Enterprise Design Thinking and a passion for emerging technologies like 3D/VR, I explore new dimensions of interaction while staying grounded in usability. I collaborate closely with stakeholders, communicate ideas with clarity, and design experiences that create meaningful, measurable impact.

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, Immersive experience design, 3D modeling, texturing and animations, AR/VR interaction models, environment creation and lighting, rendering and visualization.

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

Product Design: Figma, FigJam, Adobe XD, Sketch, InVision

Collaboration: FigJam, Miro, and Mural

Visual Design: Adobe Illustrator, Adobe Photoshop

3D/VR Tools: Blender, Autodesk 3ds Max, Chaos V-Ray, Adobe Animate

Video/Audio: Final Cut Pro, Adobe Premiere, Adobe After Effects, Adobe Audition

AI Tools: Figma Make + Plugins, Ulzard, Claude, Lovable, Replit, Spline, MidJourney, Adobe Firefly, DALL-E, Framer, Generative AI, Agentic AI

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

KEY PROJECTS & EXPERIENCE

UXPro – Generative AI UX Process Tool

Co-led the design and strategy for UXPro, a Generative AI-powered UX process automation platform developed for IBM Blue Studio. Designed a structured, end-to-end UX workflow integrating research, persona generation, empathy mapping, competitive analysis, usability testing, and automated documentation.

Defined the information architecture and process framework to streamline stakeholder alignment and embed user-centered design principles. Focused on reducing design cycle time, improving research rigor, and enabling data-driven decision-making through AI-assisted insights. Delivered scalable UX guidelines, interaction flows, and system documentation supporting enterprise adoption.

XR Guidelines

Defined and documenting UX guidelines for XR (AR/VR) experiences to ensure consistency, usability, and accessibility across immersive projects. Established interaction standards, spatial navigation principles, and 3D asset best practices to support scalable immersive solutions.

Operation Risk Insights (ORI)

Designed UX & UI for Operations Risk Insights (ORI), a Watson-powered alert intelligence system aggregating global data sources to assess supply chain, operational, and disaster risk events. Translated complex machine-learning-driven risk analytics into intuitive dashboards, structured alert hierarchies, and clear severity visualization models. Improved real-time decision-making for IT and business resiliency teams by simplifying high-volume data into actionable insights through strong information architecture and interaction design.

Yogaverse – VR-Enabled Yoga Learning Platform

Conceptualized and designed Yogaverse, an immersive VR-powered yoga web application combining categorized pose standees, illustrated step guidance, and chroma-key-based tutorial videos. Focused on immersive interaction design, intuitive navigation, and structured learning flows. Integrated spatial thinking principles and 3D/VR interaction patterns to enhance engagement and accessibility in digital wellness experiences.

Traverse – AR Trivia Experience (IBM Bluestudio)

Designed Traverse, an AR-based trivia application celebrating IBM Bluestudio locations across India, Brazil, and the USA.

Developed an interactive experience combining augmented reality and gamified trivia to highlight region-specific festivals, cultural events, and milestones. Defined user journeys, AR interaction models, and engagement mechanics to create an immersive, location-aware storytelling platform that strengthened community and cultural connection.

Careers at IBM – w3 Publisher Page

Designed and developed the Careers at IBM internal w3 publisher page to create an engaging and structured experience around career growth, learning, and leadership opportunities. Focused on clear information architecture, intuitive navigation, and compelling content hierarchy to communicate IBM's career journey vision effectively.

Collaborated with stakeholders to align messaging with brand standards while ensuring accessibility and usability best practices. Delivered a modern, user-centered page that encourages employees to explore new roles, upskill, and actively shape their professional growth within IBM.

WORK EXPERIENCE

IBM India Pvt. Ltd.

Senior UX Designer

2019 - Present

As Senior UX Designer, I drive strategy across complex, enterprise-scale ecosystems, translating business vision and research insights into scalable, human-centered frameworks that shape information architecture, interaction models, and design systems for long-term product growth.

- **Research Leadership:** Lead research through stakeholder interviews and usability studies to define strong structural foundations and system-level UX strategy
- **Cross-Functional Collaboration:** Align cross-functional teams using Enterprise Design Thinking to balance user needs, feasibility, and business goals
- **End-to-End Design:** Design user-centric experiences for IBM tools, ensuring quality execution and brand consistency through user research, usability testing, and data analysis
- **Prototyping & Delivery:** Create wireframes, high-fidelity designs, and interactive prototypes using Figma, Sketch, and Adobe XD
- **Workshop Facilitation:** Lead Enterprise Design Thinking workshops, collaborating with stakeholders to define scope, timelines, and project objectives
- **Technical Collaboration:** Support front-end development with HTML, CSS, and JavaScript knowledge to ensure seamless design-to-development handoffs
- **3D/VR Expertise:** Craft immersive XR (AR/VR) experiences, develop 3D models, textures, and animations for emerging technology platforms
- **Mentorship & Leadership:** Mentor design teams, foster cross-functional collaboration, and deliver impactful solutions that enhance user experience and business growth
- **Measurable Impact:** Achieved significant improvements in product usability and user engagement through data-driven design decisions

J K Technosoft Ltd. (Client: IBM)

Senior UI Designer

2016 - 2019

Drove innovative UX solutions for IBM tools, ensuring high-quality execution within budget while maintaining brand consistency throughout the creative process from ideation to final sign-off.

- **Strategic Design:** Developed user-focused designs aligned with usability best practices, analytics, and cross-browser compatibility requirements
- **Project Management:** Managed end-to-end design execution, ensuring budget compliance and timely delivery of high-quality outcomes
- **Team Leadership:** Mentored designers and provided creative direction while overseeing prototyping and final implementation

- **Stakeholder Collaboration:** Collaborated with creative directors and multidisciplinary teams to deliver intuitive UI/UX experiences
- **Quality Assurance:** Ensured brand consistency and adherence to design standards across all deliverables
- **Creative Direction:** Provided guidance for photography, typography, and iconography to enhance visual communication

Pixton Technologies

Visual Designer and Senior Web Developer

2012 - 2016

Specialized in crafting strategic, user-focused designs across web, social, and mobile platforms, collaborating with creative directors and multidisciplinary teams to develop intuitive UI/UX experiences.

- **Multi-Platform Design:** Developed designs aligned with usability best practices, analytics, and cross-browser compatibility across web, social, and mobile platforms
- **End-to-End Execution:** Drove design execution from ideation to delivery, ensuring high-quality outcomes and brand consistency
- **Project Management:** Managed projects within budget constraints while maintaining quality standards and meeting deadlines
- **Team Mentorship:** Mentored designers and provided creative direction throughout the design process
- **Prototyping:** Oversaw prototyping and final implementation, ensuring seamless transition from design to development
- **Creative Leadership:** Provided creative direction for photography, typography, and iconography
- **Film Production:** Directed and scripted "Life Finds a Way," a short film nominated for an international festival
- **3D Design Expertise:** Applied 2D/3D design skills including texturing, lighting, and rendering to create compelling visual experiences

ACCOMPLISHMENTS

- **IBM Patterns Next Level** - Advanced design thinking certification
 - **IBM Advancing Accessibility** - Accessibility design excellence recognition
 - **Present2Win Presentation Skill Building** - Communication and presentation mastery
 - **IBM Patterns Amplified** - Enhanced design thinking capabilities
 - **Patterns Design Program Graduate** - Comprehensive design thinking program completion
 - **Accessibility Design** - Specialized accessibility standards certification
 - **Watson Visual Recognition** - AI/ML design integration training
 - **IBM Spark Design Festival Research** - Participated in design research initiatives
 - **User Experience Design Course** - Professional UX certification
 - **The Design and User Experience (D&UX) Program** - Advanced UX program completion
 - **IBM Design Thinking Co-Creator** - Certified design thinking facilitator
 - **IBM Agile Explorer** - Agile methodology certification
 - **Web and Application Designing** - Human Factors International (HFI) certification
 - **Practical Usability Testing** - Human Factors International (HFI) certification
 - **Top Contributor** - Bangalore facilitator for EDT workshops and CSR programs (2024 & 2025)
 - **Manager's Choice Award** - Received twice for H1 performance in the group
 - **Best Performer Q2** - Awarded for exceptional performance (2017 and 2018)
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EDUCATION

Bachelor of Engineering

Electrical and Electronics Engineering

REVA Institute of Technology and Management

Vishveshwarya Technology University (VTU)

LANGUAGES

- **Kannada** - Native proficiency
- **English** - Professional proficiency
- **Hindi** - Professional proficiency
- **Telugu** - Professional proficiency