



LALITH VARAPRASAD

USER EXPERIENCE DESIGNER

UI/ ILLUSTRATOR/ 3D ARTIST/

MATHS EDUCATOR

EDUCATION

Masters in Design,

Graphic Design
National Institute of Design
Ahmedabad
2010 - 2014

Bachelor of Fine Arts,

Painting (Gold medalist)
JNA & FAU Hyderabad
2005 - 2009

Bachelor of Education,

Maths & Physical sciences
CRR COE Eluru
2003 - 2004

Bachelor of Science,

Maths & Physical sciences
St. Vincent De Paul Eluru
2000 - 2003

DESIGN SKILLS

Design Systems
Mobile app UI UX
Interaction Design
User-centered Design
VD, 3D & Motion Design
Web Design, Illustration
Usability Testing
Rapid prototyping
3D production pipeline &
End-to-end asset creation
Design Thinking

SOFTWARE SKILLS

Adobe Photoshop,
Illustrator, In Design,
After Effects,
Adobe XD, Sketch,
Figma, Zbrush
Cinema 4D
Substance Painter

I did my Masters in Graphic Design from one of the nation's most esteemed institutions - National Institutes of Design, INDIA. I have 8 Years of UX Design experience working with global OEM & MNC companies (SAMSUNG & OPPO) and specialising in designing for Tizen, Android, and Watch OS design systems, creating 3D content and OS native apps UI UX. Self-driven skills in experience design, innovation, trend analysis, visual design, and cutting-edge 2D/ 3D tools. I have designed for various devices, including ultra-low-cost smartphones, IoT devices, and Samsung flagship mobile devices.

PROFESSIONAL EXPERIENCE (Total 8+ Years)

DESIGN MANAGER, 2021- Present (1Year 6months)

OPPO/ OPLUS R&D India, Hyderabad

- Mentored junior designers to solve problems in UX and UI.
- Collaborated & co-worked with the HQ design team for India & Global markets.
- UX UI ownership of two native OPPO applications (Music Party & FM Radio).
- Designed and globally released 4 system default 3D wallpapers for 3 brands (OPPO, ONE PLUS, REALME) for 660+ Million users.
- Conducted a comprehensive competitive analysis of 5 mobile OEMs (Samsung, Apple, MI, Google Pixel, Vivo) with my design team, derived key insights and UX features.
- Enhanced the mobile User-Experience and established design directions for creating guidelines and concept proposals for upcoming ColorOS considering the Industry new & New to OPPO across all applications (Camera, Gallery, Call, Themes, etc.)

SENIOR LEAD UX DESIGNER, 2015 - 2021 (6Years 4months)

Samsung R&D Institute India, Bangalore

- Led a team to deliver 3D asset creation for AR Emoji, AR Glass, and HRI research.
- Seamlessly collaborated with the stakeholders (developers, product managers & HQ designers) while creating an AR application for Samsung AR ZONE.
- Specialised in Tizen mobile components, asset creation and guideline creation.
- Worked on Tizen UX features specific to Indian target users ('Special Days') and designed and delivered Tizen Z4 wallpapers and Themes.
- Learned and developed 3D asset creation pipeline skills and delivered final APKs for Samsung AR Emoji outfits.
- Designed a guide that will help Designers and developers to know the XR glasses Interaction set and their usability testing methods.
- Developed Human-AI interaction guidelines for IoT devices.
- Worked on multi-modal interaction concepts for Samsung phones.

VISUAL DESIGNER, 2009 - 2010 (7 Months)

Creative Force Communications, Hyderabad

- Designed branding materials for Amrutham Ayurveda Nilayam (Logo, posters).
- Packaging design for Bollgard cotton hybrid seeds.

ACADEMIC DESIGN EXPERIENCE

GRAPHIC DESIGN STUDENT, 2010 - 2014 (4 Years)

National Institute of Design, Ahmedabad

- Designed mathematics learning tools and workbooks for Golden Ratio and Fibonacci numbers (sponsored by Ford Foundation)
- Illustrated books and posters on Indian folktales for children
- Designed data visualization posters for the Census of India
- Created design solutions to address water salinity problems for coastal Gujarat farmers
- Designed NID Alpavirama website in 2014

ACHIEVEMENTS

- Key contributor to the successful design of Samsung's Tizen Z4 smartphone series
- Key contributor for Samsung one UI AR application. (Space AR app)
- Achieved in creating delightful mobile experiences for Oppo (3D wallpapers, icons, and UI)
- Recognized as OPPO's star employee of the month twice in less than a year.
- **BFA Painting University Gold medalist, 2009** 
- Participated in NCC Republic day parade 2003, New Delhi
- Foundations of XR Certification by UNITY

CONTACT

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PORTFOLIO

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