



# Aria Varma

UX/UI Designer

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## Experience

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### Bates Pan Gulf Group

09.2023 - Present

Dubai, UAE

### UX Designer

Led end-to-end website design and launch for major clients in the GCC including Honda Middle East, TheSandwash.ae, and Sohar International bank, delivering engaging digital experiences aligned with brand objectives.

Developed and implemented a comprehensive CX strategy for retail stores, optimizing digital touchpoints to increase online traffic and enhance customer engagement.

Transformed B2B digital experience for Network International through user-centered design principles and strategic UX improvements by re-designing the POS system across the GCC.

Provided expertise in user research methodologies, usability testing, and behavioral analysis to guide design decisions while advocating for user-centered design principles across the organization.

Develop and conceptualize a comprehensive UI/UX design strategy through audits and benchmarking aligning with clients vision and business objectives.

### Driver Link

07.2022 - 12.2022

Vancouver, Canada

### UX Researcher & Designer

Spearheaded the end-to-end redesign of a B2B portal, implementing user-centric improvements that significantly boosted client engagement and platform adoption

Partnered with development teams and stakeholders to architect detailed site maps and feature specifications, ensuring seamless alignment between business objectives and technical implementation

Conducted comprehensive user research to design intuitive user journeys and information architecture, resulting in enhanced platform usability and elevated customer satisfaction metrics

### First Abu Dhabi Bank

06.2019 - 08.2019

Dubai, UAE

### UX Design Intern

Conducted comprehensive usability research combining qualitative user interviews and quantitative data analysis for financial institutions, translating findings into actionable UX improvements

Leveraged customer survey data and behavioral analytics to develop data-driven UX solutions that improved user engagement and satisfaction metrics

## Education

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### University of British Columbia

09.2017 - 05.2021

### BA in Media Studies

Outstanding International Student Scholarship Award

### Brainstation

03.2022

### Diploma in UX/UI Design

## Tools

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Figma

Sketch

Adobe Illustrator

InVision

Jira

Jitter

BallPark

Hotjar

Semrush

Talkwalker

Google Analytics

UserTesting

## Skills

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User research

User testing

Web design

Interaction design

Prototyping

Branding

Wireframing

Design systems

Brand Strategy

UI Design

UX Design

Creative Strategy

Design thinking

Visual design

UX writing

Presentation design

Information arch.

CX Strategy

## Work Links (clickable links)

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Portfolio samples are public domain work only.  
All projects are my independent UX design work. None of the materials shared contain confidential or proprietary information.

[Rinvio](#)

[Sohar International](#)

[Honda Middle East](#)

[theSandwash.ae](#)