

# VARADA TK

Product Designer, London, UK

Product Designer with 3+ years of experience designing mobile-first B2C products across sports media, betting, and travel, with a focus on growth, engagement, and monetisation through experimentation and strong cross-functional collaboration.

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## Experience

### Product Designer

Mar 2023- Present, London, UK

#### LiveScore Group

Product Designer owning Casino, Promotions, Platform, and Payments initiatives within LiveScore’s online casino and sports-media ecosystem, working autonomously on high-impact projects within a cross-functional product and design team.

- Designed and iterated **in-game panel experience for casino**, improving information hierarchy and interaction clarity, resulting in a **+72% increase in player engagement**.
- Shipped **casino slider games and upsell mechanics**, driving a **+7% conversion uplift** through data-led experimentation.
- Improved **post-registration onboarding and welcome-offer visibility**, reducing early-journey friction and supporting uplift in **Reg-to-P2P, first-time deposits**, and early retention (projected **+19% NGR uplift**).
- Designed **contextual, in-the-moment promotional surfaces** embedded within core betting and browsing flows, surfacing relevant offers at points of highest user intent to drive upsell and offer adoption.
- Optimised **payments journeys** including deposits, withdrawals, KYC, and error states, improving trust and reducing friction at critical conversion points.
- Conducted ongoing **user research and behavioural analysis** using Amplitude, FullStory, and UserTesting, translating insights into hypotheses, experiments, and measurable outcomes.
- Collaborated with Product, Engineering, Marketing, Compliance, and Payments teams to influence roadmap priorities and align design decisions with technical, regulatory, and commercial constraints.
- Contributed to **roadmap planning and strategic discussions** across Casino and Promotions, identifying opportunities beyond core features, including early exploration into brand identity and visual direction.

### UX Designer

April 2022- Sep 2022, Gurgaon, India

#### Design Brewery

- Delivered UX improvements for large consumer brands across web and mobile.
- Led usability testing for **Milkmaid’s dessert platform**, defining test plans, facilitating sessions, and synthesising insights.
- Redesigned key features for **Ask Nestlé** following UX audits using **Google Analytics and Hotjar**.
- Created a **scalable design system in Figma**, improving consistency and increasing team productivity by 3x.
- Promoted from Design Intern to UX Designer within 2 months.**

### UX Design Intern

Dec 2021- Mar 2022, Kerala, India

#### FareFirst

- Redesigned flight search filters, **increasing ticket clicks by +7.8%**.
- Improved sponsored agency visibility on ticket detail screens, driving higher **ROI and revenue impact**.
- Simplified calendar flows for nomad trip planning.

### Freelance Product Designer

Sep 2021- Nov 2021

- Delivered end-to-end product design for early-stage clients, from **user research and IA to prototyping and usability testing**.
- Supported MVP definition, feature prioritisation, and stakeholder communication.

### Architect

Mar 2020 – Jan 2022

Early career experience in architecture and academia, developing strong foundations in **systems thinking, constraint-based problem solving, and stakeholder communication**, later applied to digital product design.

## Skills

### Product & Strategy

- End-to-end product design
- Growth & conversion optimisation
- Experimentation & iteration
- Roadmapping & prioritisation

### UX & Interaction

- Mobile-first UX/UI design
- Interaction design & prototyping
- Information architecture & user flows
- Design systems (Figma)

### Research & Data

- User research & usability testing
- Behavioural analysis & insight synthesis
- Amplitude, FullStory, Google Analytics, Hotjar

### Collaboration

- Cross-functional collaboration
- Stakeholder management
- Design storytelling & critique

## Education

### Product Psychology

Sep 2024

- Focused on behavioural frameworks, customer journey mapping, and aligning user needs with business outcomes.

### Google UX Design Certification

July 2021- Sep 2021

- Built a strong foundation in UX principles and product thinking.
- Helped me improve and apply the skills I have learned in Architecture.

### Enterprise design thinking practitioner

Issued Nov 2021

### Bachelors degree in Architecture

B. arch at DG College of Architecture, Kerala, India, 2014- 2019

## Achievements

- Top 10 Finalist of Design hackathon conducted by IxDA.
- Best Architecture thesis award 2019.
- Key contributor, Ask Nestle's award-winning Website UI & UX Design, recognised at DMA Asia Sparkies Awards