

Hi, I'm Vinni

UX / PRODUCT DESIGNER

Dive into my design world at vinnikeepingitsimple.design

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PROFESSIONAL EXPERIENCE

User Experience Designer | The Heritage Group, IN 06/2023 - Present

- Designed **end-to-end benefits portal experience** to foster continuous learning about well-being and associated benefits among **5000+ employees**
- Conducted **user interviews, focus groups, & collaborated with cross-functional teams** to balance user & stakeholder needs
- Iteratively refined** concepts delivered a **hi-fidelity interactive Figma prototype**, ensuring a visually compelling and user-friendly interface
- Optimized existing benefits portal by **mitigating user pain points** & developed a centralized FAQ page resulting in a **58% surge in new monthly visitors**

User Experience Designer (Intern) | Infor, MN 06/2022 - 12/2022

- Designed and prototyped solutions for Infor HCM, a SaaS product line focused on simplifying intricate HR workflows and enhancing employee interactions
- Initiated design project by achieving **75% reduction in task completion steps** through iterative design presentations, user flows, wireframes, and prototypes
- Led visual design** for Infor Talent Assessment by collaborating with cross-functional business partners and achieved a **5 star rating** from stakeholders
- Streamlined **design documentation** for developers, **reducing multiple UI iterations** and **saving over 50% development time**

Senior UX Developer | GreyB Research, India 01/2018 - 07/2021

- Led the creation of 5+ responsive apps in the patent and innovation domain, prioritizing **user needs and business requirements** in an agile environment
- Crafted actionable dashboards **utilizing data visualization strategies** to simplify intricate information for user-friendly comprehension
- Conducted design workshops to educate the development team on UX Design principles, **fostering a design-centric culture** within the organization
- Built a robust design system** using **HTML, CSS, JS, and Vue JS**, enhancing efficiency and consistency in the product development lifecycle of 5+ products
- Improved **user engagement by 40%** through **regular updates, surveys** and ongoing user connections for continuous **feedback-driven improvements**

Software Developer | Utrade Solutions, India 04/2016 - 11/2017

- Developed & maintained a **multi-asset retail trading** and **risk management** web app for diverse user groups including Retail Traders, Terminals & Admins
- Crafted SCSS-based **UI themes** enabling seamless client customization and enhanced trading via **integrated charting library** for direct trades.

EDUCATION

MS in Human Computer Interaction
Indiana University, IN 05/2023

BE in Computer Science
Chitkara University, India 06/2017

SKILLS & EXPERTISE

Affinity Mapping	Storyboards
Competitive Analysis	User Flows
Design Systems	User Interviews
Empathy Mapping	User Personas
Interaction Design	User Research
Observations	User Scenario
Sketching	Usability Testing
Product Design	Web Development

DESIGN TOOLS

Adobe XD	Miro
Balsamiq	Invision
Figma & FigJam	Photoshop

PROGRAMMING

CSS	PostgreSQL
HTML	Python
JavaScript	SASS
PHP	VueJS

AWARDS & RECOGNITIONS

🏆 **1st Place - Mononl30 Innovation Sprint**
Crafted the Mononl30 **entertainment experience** in a 2-day sprint

🏆 **1st Place - AT&T 5G Sports Hackathon**
Ideated and prototyped "GameMate" a **5G-driven innovation reshaping fan engagement** in under 30 Hrs

🏆 **Recognition at IUPUI Capstone Event**
Received the Best VR Project Award for **UX Research project** aimed to educate the support system of new parents about PMAD