VISHNUDAS P

UI/UX Designer, 7+ years

My passion for meaningful design that makes a difference in people's lives by considering the human psychology and business motives have paved my path to be a designer. Have a strong passion for simple, clean and innovative story telling design that can make 1% change in someone's life.

vishnudas.ux@gmail.com
+91 9633712191
www.iamdas.com

linkedin.com/in/iamdas/
dribbble.com/iamdas
behance.net/iamdas
medium.com/@iamdas

HPE Aruba Networking, Product Designer
August 2023 – Present, 1 year 10 month | Bangalore

- Defining the overall digital experience of the platform from the dashboards to digital presence over other screens
- Creating a NaaS which is scalable to any range of enterprise needs

Animall, Product Designer
June 2022 – Present, 1 year 1 month | Bangalore

- Leading the design team and understanding the design debt in the current structure and defining a new system in place
- Defining the experience for the Next Billion Users, the cattle farmers who uses a phone for the first time in all verticals
- Designing experiences for cattles , social network, lending and other vertices of the business
- Spearheaded the 'Unlock Bharat' experiment which had a conversion rate of 23% on the focused user set
- Increased the click through rate of banners to an all time high of 57% by defining a categorisation of banners and new way to experience
- Started many monetisation experiment which gave us a real insight to the user mindset and their spending habits on business

Nostragamus, Product Designer
December 2020 – May 2022, 1 year 5 months | Bangalore

- Main role is to research and understand the small gaps in the current system that can help us to the retain the users
- Defined a new team creation flow for a set of users and reduced the time taken to create a team by 45%
- Defined a new switching method which help the users to see the difference in the team in a single look. Increased the team creation in top tier users
- After acquisition, defined the gaming experience for million users from the lock screen. Which resulted in initial designs for Glance GC which have a gameplay rate of 57%
- Defined the first game experience of Tambola on a lock screen

HashedIn by Deloitte, Product Designer
April 2018 – October 2020, 2 year 7 months | Bangalore

- Understanding the business perspective and user mindset to curate an experience that helps both the sides
- Creating wireframes to convey the experience and defining the visual designs by following the visual design principles
- Designer with multiple faces so have engaged in each and every stages of the project such as User Research, Product Strategy, Competitive Analysis, Visual Design, User Testing
- Conducted design thinking sessions with the stakeholders and also helped other designers to set up as well. Collaborated with project managers to understand the core of the problem.

Appzoc Technologies, Product Designer
Oct 2017 – March 2018, 6 months | Kochi

- Understand the basic requirements from the Project Manager and gathering additional informations
- Creating wireframes to convey the experience and defining the visual designs by following the visual design principles

EDUCATION

Calicut University, Computer Engineering
2013 – 2017, KERALA

ICAT, Institute of Design & Multimedia
2012 – 2013, KERALA

SKILLS

UX Research
User Journey Mapping
User Empathy
Interaction Design
Design Philosophy
Visual Communication
Wire-framing and Prototyping
Agile UX
User Interface
UI Code knowledge
Collaboration
Motion Design

TOOLS

Figma
Sketch
Adobe Photoshop
Adobe Illustrator
Adobe XD
Adobe After Effects
Imovie
G-suite
Keynote
Invision
Overflow
Zeplin