VIKASH KUMAR MEHTA
Product Designer

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Portfolio: http://be.net/vikashkumarm

A Product Designer with 5+ years of experience, passionate about collaborating with diverse design and tech teams, as well as key stakeholders. I focus on enhancing processes, tracking performance, and making informed decisions that add value to both design and business outcomes. Having worked across multiple industries (i.e.) Logistics, Manufacturing, Insurance, E-commerce, SaaS, Fin-tech , Ed-tech, and Agri-Tech. I bring a broad perspective to my design approach and strive to create impactful business solutions.

Work Experience

Vahak Product Designer
OCT 2022 - PRESENT

Vahak is a India's largest online transport community, trusted by over 20 Lakh Pan-India transporters, and we are on a mission to revolutionize the Indian logistics industry.

- Orchestrated dynamic collaborations with product, business, and engineering leaders, driving design standards to new heights and delivering innovative solutions.
- Led multifaceted design teams through the intricate process of wireframing, prototyping, and crafting high-fidelity mockups, ensuring every pixel aligned with project objectives and user expectations.
- Pioneered the creation of a revolutionary Hybrid app, seamlessly integrating payment solutions and ESCROW functionality, setting new benchmarks for user experience and market innovation.
- Transformed market insights and user feedback into actionable strategies, refining product/service offerings and segmentation approaches to captivate audiences and boost satisfaction levels.
- Mentored and empowered a team of 7 exceptional designers, fostering a culture of boundless creativity, collaborative synergy, and relentless pursuit of excellence.

Troovi (Unnati Labs) Associate Product Manager
APRIL 2022 - SEP 2022

Troovi is a seed-stage logistics fin-tech start-up, Troovi aims to enable transport entrepreneurs (transporters, truckers, drivers, brokers) through technology and financial need, bringing efficiencies and creating value in the ecosystem.

- Revolutionizing the transport industry through digitalization, addressing critical financial gaps and needs.
- Strategizing and executing product roadmaps using agile methodologies, transforming ideas into actionable stories for implementation.
- Fostering collaborative teamwork across engineering, QA, design, and UI developers to deliver innovative solutions that meet market demands effectively.
- Perform scrum duties, including sprint planning, reviews Product launch and maintaining product backlog

DigiChal (Unnati Labs) Senior User Experience Designer
APRIL 2021 - MARCH 2022

DigiChal is a SaaS product company, Currently working to build products for Indian retailers through providing hyper local e-commerce platforms and Solving their financial challenges

- Crafting detailed personas informed by research findings and user psychology to guide design decisions.
- Developing wireframes and user flows to map out intuitive and efficient user experiences.
- Conducting usability testing and refining design solutions based on user feedback for continuous improvement.
- Employing creative problem-solving techniques such as brainstorming and rapid iteration to address UX challenges effectively.
- Staying updated on competitor products and industry trends to inform design strategies.
- Collaborating closely with developers to ensure accurate implementation of designs and adherence to accessibility standards.

Zimozi solutions UI/UX Designer
NOV 2019 - MARCH 2021

Zimozi solutions IS A service company, worked closely to build products like, e-commerce, fintech, Edutech, social media, Agritech, Servicetech.

- Collaborated with managers and clients to gather and assess user requirements effectively.
- Illustrated design concepts using storyboards, process flows, and sitemaps to visualize ideas.
- Developed wireframes and user flows to outline the structure and navigation of digital products.
- Created design systems, user interfaces, UI mockups, and prototypes to bring concepts to life and demonstrate functionality.

Education

Bacholer's of Technology Electronic and Communication
JUNE 2014- JUNE 2018

- Biju Patnaik University of Technology

Skills

- User Research
- Market Research
- Surveys
- User Interviews
- Competitor Analysis
- User Journey
- User Persona
- White Boarding
- Wireframe Design
- Information Architecture
- Prototyping
- Visual Design
- User Centred Design
- Web Design
- Mobile App Design

Tools

- Figma
- Figjam
- Adobe XD
- User Testing
- Lookback
- tableau
- Moengage
- Hotjar
- Webflow
- JIRA

Personal Skills

- Good team player
- Energetic and optimistic
- Engaging in continuous learning
- Communication
- Collaboration
- Attention to detail
- Problem-solving