

Midhun Vijayan

Senior UI/UX Designer | 10 Years of Experience

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[Portfolio Website](#) | [Dribbble](#) | [LinkedIn](#)

Senior UI/UX Designer with a decade of experience, specializing in design systems and transforming complex, data-rich dashboards into simple, intuitive interfaces. Proven ability to deliver high-quality, user-centered solutions for over 50+ projects across diverse sectors, including e-commerce, B2B and B2C

Professional Experience

1. Nielsen | Senior UX Designer (July 2024 - Present)

Bengaluru, Karnataka, India

- Spearheaded the UX/UI redesign of legacy projects by implementing a new design system, which unified consistency and reduced project timelines while directing the end-to-end design lifecycle.
- Mentored and guided junior designers by providing constructive feedback to elevate project outcomes.
- Drove the implementation of AI technologies across multiple projects, streamlining workflows and enhancing user experiences.

2. Waycool | Senior UI/UX Designer (October 2022 - July 2024)

Bengaluru, Karnataka, India

- Spearheaded a 4-person team to create a comprehensive design system for SaaS products in two months, which reduced frontend effort by 35%, cut design inconsistencies by 60%, and improved design-to-development conversion from 50% to 80%.
- Contributed to revenue generation by improving product usability across 10 distinct products, which enhanced user satisfaction and retention.
- Mentored fellow designers on leveraging the new design system, providing vital assets like icons and illustrations to ensure alignment with brand and user experience standards.

3. Lollypop Design Studio | UI/UX Designer (May 2019 - October 2022)

Chennai, Tamil Nadu, India

- Successfully delivered over 40 UI solutions across various platforms, including dashboards, websites, and mobile apps, by employing a client-centric approach.

- Enriched product interfaces with custom illustrations, icons, and animations, meeting project requirements and enhancing visual engagement. Contributed to startup branding projects by creating compelling brand identities that resonated with target audiences.

4. 2adpro Media Solutions Pvt.Ltd | Digital Designer (December 2015 - May 2019)

Chennai, Tamil Nadu, India

- Engaged in crafting captivating landing pages to boost user engagement and conversions
- Contributing expertise to digital marketing efforts through the creation of visually engaging assets and promotional materials
- Strategically integrating animations and micro-interactions to enhance user experiences, while also mentoring junior designers to foster their professional growth

5. Next Education India Pvt.Ltd | Graphic Designer (October 2014 - November 2015)

Hyderabad, Telangana, India

- Creating engaging 2D animation stories, rhymes and motion graphics to enhance the educational content and captivate learners' attention
- Focusing on making the e-learning experience visually appealing and user-friendly by balancing creativity with functionality

Projects

Cisco, Tata Steel Aashiyana, Grepsr, TATA DigEca, DriverIn, Navikenz, Kotak, Bajaj HRX, Factspan, Vunet, MandiOne, Nielsen Panel App, Design System (Censa & Nielsen)

Skills

Figma, Sketch, Adobe XD, Illustrator, Photoshop, After Effects, Blender, HTML & CSS (Basics), User Interface Design, User Experience Design, Design Systems, Prototyping, Product Design, User Research, Usability Testing, Branding, Communication, Problem-Solving, Creativity, Teamwork

Education

B.Sc Multimedia, Annamalai University (June 2011 - June 2014)

Image Creative Education, Kottayam, Kerala, India