

VISHNU BHAGIRATHAN

UI/UX Designer

viz38.github.io 

+91 8848752606 

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Bengaluru, KA 

CAREER OBJECTIVE

Creative and detail-oriented UI/UX Designer with over 3 years of experience in designing user-centered digital products. Proven expertise in user research, wireframing, prototyping, and visual design, using tools like Figma and Framer. Successfully led the redesign of corporate and creative websites and developed innovative solutions for accessibility, resulting in enhanced user engagement and satisfaction. Passionate about creating seamless digital experiences and collaborating with cross-functional teams to deliver impactful projects.

PROFESSIONAL EXPERIENCE

Mecwin Technologies Pvt. Ltd, Bengaluru

UI/UX Designer

Jan 2024 – Present

- **Client & User-Centric Solutions:** Collaborated with farmers (end-users) and upper management to design solutions addressing user needs while balancing technical feasibility.
- **Cross-Functional Collaboration:** Worked closely with designers and developers to ensure smooth integration of design and development processes, while maintaining design quality.
- **Product Development & NPD:** Contributed to New Product Development (NPD), defining design requirements and ensuring alignment with user needs and business goals.
- **Design Strategy & Documentation:** Created wireframes, prototypes, and design documentation, ensuring clear communication with developers and stakeholders.
- **Iterative Design Process:** Developed prototypes, conducted user testing, and iterated designs to ensure high usability and effectiveness.

Consultant Projects

Jan 2019 – 2023

- **Website Design & Development:** Developed responsive websites for businesses, integrating UI/UX principles to deliver optimized user experiences.
- **Client Collaboration:** Worked directly with clients to understand business needs and design websites that aligned with their goals, improving both aesthetic appeal and functionality.
- **E-commerce & Performance Optimization:** Built and optimized e-commerce platforms, improving user interaction and site performance.

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SGBS Unnati Foundation (UNXT)

Change Maker

Feb 2023 – Sept 2023

- Empathy-Driven Approach: Worked closely with underprivileged students, offering guidance on education and career goals, applying design thinking to meet individual needs.
- Collaboration & Mentorship: Worked with a team to develop customized learning paths, applying skills in cross-team collaboration and user-centric design.

EXPERTISE AND INTERESTS

- Interaction Design
- Information Architecture
- Usability Testing
- Visual Design
- Responsive Design
- Agile Methodologies
- Accessibility Design
- Visual Storytelling
- Accessibility Design
- Figma
- Creative Coding
- Human-Centered Design
- Framer
- Notion
- Linear
- Adobe Creative Cloud
- Wireframing
- Adobe Creative Cloud
- Brand Identity
- AI in Design
- Voice UI
- Inclusive Design
- Data-Driven Design
- Behavioral Psychology
- Design Systems
- Cross-Platform Design
- Motion Design
- Data Visualization

INTERNSHIPS

K-tech Innovation Hub (PACE-NAIN Incubation Centre)

April 2021 to May 2021

This initiative aims to encourage entrepreneurship and innovation it is proposed to establish incubation centres in the ICT sector in association with selected engineering colleges at district headquarters. Working on the “Am the Eye” project here, my key take away was learning to integrate various tech components for accessibility and entrepreneurial skills. The experience enhanced my technical skills and instilled a sense of social responsibility in me.


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PROJECTS

Mecwin India Website

I played a key role in revamping the corporate website to enhance user engagement and brand visibility. My responsibilities included product ideation, preparing business requirement documentation (BRD), and designing a responsive layout that provided seamless navigation. I worked closely with the development team to ensure smooth implementation, collaborated with upper management for strategic alignment, and engaged with end clients to incorporate feedback and improve the website's functionality.

Mecwin Nethra

For this real-time motor performance monitoring platform, I contributed to product ideation and the creation of a user-friendly dashboard that simplified complex data visualizations. I prepared BRDs, coordinated with the development team for feature optimization, and maintained consistent communication with upper management to ensure the product met business objectives. Client feedback was instrumental in refining the platform for accessibility and usability.

Mecwin Work Route

As part of this route optimization tool for fieldwork management, I conceptualized workflows and drafted BRDs to ensure clear development goals. I designed an interactive interface with intuitive geolocation features and collaborated closely with the development team to address challenges during implementation. Regular updates were provided to upper management, and I ensured client satisfaction through constant feedback integration.

Mecwin Order Management System

This project involved streamlining the order processing and tracking system. My contributions included ideating features to simplify the user experience, preparing BRDs, and designing an intuitive dashboard for efficient order management. I worked closely with the development team to deliver a high-quality product and presented the system to upper management while supporting client onboarding and training.

Major College Project - Am the Eye

An embedded device for helping blind people use the smartphone without touching it consists of three components: an app, a custom-made membrane keyboard glove, and an LRA motor interface to send the output signals directly to the user's arm in Braille. Am the Eye is a project approved and sponsored by the K-Tech Innovation Hub, a Government of Karnataka initiative.

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EDUCATION HISTORY

- **Bachelor in Engineering**
2017 - 2021
 - Visvesvaraya Technological University (VTU)
 - Computer Science and Engineering
- **Senior Secondary (12th grade)**
2016 - 2017
 - Kendriya Vidyalaya [CBSE]
 - Computer Science
- **Secondary School (10th grade)**
2014 - 2015
 - Kendriya Vidyalaya
 - CBSE

ACHIVEMENTS AND ACIVITIES

- **Selected to the final round of ARM DESIGN CHALLENGE 2018** - conducted by ARM at IIIT Bangalore
- **Selected for DST & TexasInstruments India Innovation Challenge Design Contest 2018** - Anchored by IIM, Bangalore
- **2nd rank in Hactober Fest hackathon** - conducted by Sahayadri College of Eng. Mangalore
- Speaker for CSS for WebDev workshop - held online for **GLUG PACE**
- Speaker for WebDev workshop - held at **PA College of Engineering**
- **Computer Society of India** - Project was selected as one of the best projects among the projects selected for the project exhibition for the academic year 2020-21
- **Time magazine's** - Person of the Year (2006)