Janardhanan V

EXPERIENCE

Founding Product Designer

Oculon (Financial Planning Tool) . *Dec 2024 - Current*

Product Designer

Hyperface Technologies (Credit card platform) . *Apr 2023 - Sep 2024*

- Designed the **Customer onboarding configuration** and flow for Hyperface, securing strategic partnership with LoanTap and attracting key clients, including Titan and Flipkart Wholesale.

- Conceptualized and designed products for **Offer management** module of Hyperface, supporting India's leading co-branded credit cards.

- Designed a customizable **Alert monitoring dashboard** that empowers product managers to tailor notifications for distinct metrics, enhancing real-time visibility and enabling quicker decision-making across product lines.

UI/UX Designer

Open Financial Technologies (Financial Services) . *Sept 2020 - Apr 2023*

- Conducted user research to identify pain points in **Expense Management tool**, designing tailored workflows for each user type to optimize solutions and drive a 60% increase in user subscriptions.

- Redesigned the **Cards section experience** on the OPEN Money platform, collaborating cross-functionally to identify user pain points and deliver a solution that increased customer card orders by 40%.

IT Analyst / UI Designer

Tata Consultancy Services Limited . *Aug 2015 - Dec 2019*

- Redesigned the user interface of the ICs ordering application for **NXP Semiconductors**, enhancing usability and overall user experience.

- Collaborated as a Software Engineer with hands-on experience in leveraging HTML, JavaScript, CSS to deliver solutions for **Vodafone Hutchison Australia**.

OTHER PROJECTS

UI/UX Designer

Retinso *(Food and Grocery ordering)*

- Conceptualized and designed the user experience for FaveSuite, food and grocery ordering App.

Graphics Designer

Holiday Plans *(Travel Planner)*

- Created web contents, flyers, mailers.

Graphics Designer

Encashmore *(Cashback Processing)*

- Designed illustrations, banners, posters on the website.

EDUCATION

SASTRA University

Bachelor's . *2011 - 2015*

- B. Tech in Computer Science Engineering

Portfolio

www.vijayjana.com

Profile Summary

Creative Product Designer with a focus on solving complex problems through user-centered design principles. Skilled in crafting impactful solutions that enhance user experiences and drive product success.

Skills

- User Research
- Prototyping
- Wireframing
- Information Architecture
- Interaction Design
- Responsive Design
- Design System
- Visual Design

Tools

- Figma
- Adobe creative Suite
- Sketch
- Miro

Contacts

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