Vikram Solanki

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Sr. Product Designer at Kotak Mahindra Bank crafting design-system and intuitive products.

As a product designer, I integrate empathy, technology, creativity, and culture to deliver quality at scale. My mission is to build and improvise design frameworks that create positive shifts in the organization.

Experience

Apr 2020 - Present
Kotak Mahindra Bank – Sr. Product Designer – *Mumbai India*

- Established, mentored, and led a design team of seven versatile designers for the Kotak Cherry app, a one-stop investment platform that helps one to invest in multiple asset classes.
- Also led a small team of two designers for the Kotak KayMall app, a platform where all e-commerce categories come under one roof, including flights and hotels. Created a scalable information architecture for multiple e-commerce categories while delivering a class user experience.
- Provided design vision and expertise to the CEO and stakeholders for organization-level decisions.
- Co-created a platform-agnostic design system for Kotak Bank, addressing all 50+ projects of the organization, and established rules for engineers and designers across platforms on the usage of brand elements.
- Implemented a framework where designers can collectively contribute and coauthor a design system. Synthesized user research and defined gaps in usability and customer needs.
- Conducted design-thinking workshops with all the stakeholders, product leadership, and engineering team at the start of every design sprint, to uncover problem statements and strategic opportunities.
- Communicated complex design solutions with user journeys, prototypes, high-fidelity designs, and sometimes even a fancy anime-themed presentation.

Jan 2016 - Mar 2020
5nance.com – Sr. UI/UX Designer – *Mumbai, India*

- Redesigned mobile app while setting up a new design language system for the brand allowing to scale products and making the user experience intuitive.
- Documented and conducted user research and usability tests.
- Implemented design process in the organization that ensured a high level of success, with timely delivery of projects. Assisted the CEO in producing branded material for the initial level of funding for the start-up and oversaw the launch of all major projects.

- Responsible for overlooking and creating interactions and micro-animations for the app. Worked closely with the engineers and ensured the designs were implemented accurately and functioned as per the requirements.

Jan 2015 - Dec 2015
5nance.com – Sr. Software Developer *- Mumbai, India*

- Lead a team of 4 front-end HTML/CSS developers and ensured the code is effective and efficient.
- Scheduled and conducted weekly meetings to maintain consistency in the code and deliver a high-quality product. Oversaw all the design components and Visual Studio library that can be reused in the development life cycle.
- Worked within an agile software development process, to achieve timely delivery of the project. Developed innovative and intuitive statistical graphics using data visualization techniques with D3.js.

Sep 2013 - Dec 2014
Technocrat Solutions – Software Developer *- Mumbai, India*

- Successfully handled a desktop application built on the .NET framework for Mumbai Police Recruitment (responsible for $20,000 in annual revenue) with the highest customer satisfaction.
- Designed and implemented Microsoft SQL database for multiple applications. Built reusable front-end HTML and CSS code and their libraries for future use.
- Developed efficient server-side code to maintain a high quality of the products. Estimated effort for architecture, design, and development tasks.

Education

Oct 2018
HFI Certified Usability Analyst *- Badge #2018-7183*

Aug 2009 - May 2013
Atharva College of Engineering – B.E Information Technology *– Mumbai, India*

Aug 2006 - May 2009
Thakur Polytechnic – Diploma in Information Technology *– Mumbai, India*

Skills

Design thinking	Wireframes	Heuristic evaluation	Prototyping
User research	Interaction design	Visual design	Sketch
User journeys	Usability testing	Micro-animations	HTML5/CSS3