

Vikram Solanki

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

Mission

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.

Skills

Design thinking
User research
User journeys
Wireframes
Visual design
Interaction design
Heuristic evaluation
Usability testing
Micro-animations
HTML/CSS

Education

HFI Certified Usability Analyst
2018 | Badge ID #2018-7183

B.E. Information Technology
Mumbai University, Mumbai, India | 2009-13

Diploma in Information Technology
Thakur Polytechnic, Mumbai, India | 2006-09

Experience

Sr. Product Designer • Apr 2020 - Present

Kotak Mahindra Bank - Mumbai, India • Full time

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 organisation 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 co-author 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.

Sr. UI/UX Designer • Jan 2015 - Mar 2020

5nance.com - Mumbai, India • Full time

Redesigned mobile app while setting up a new design language and design 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.

Software Developer • Sep 2013 - Dec 2014

Technocrat solutions - Mumbai, India • Full time

Worked on all the major projects as a full-stack developer and lead the front-end team to deliver pixel-perfect development.