

VINAY CHILUKURI

PORTFOLIO

vinay.work

ATLASSIAN

Senior Designer | Jun 2020 - Present

Leading the design and research for the consumer experience of Atlassian marketplace - the app store for Atlassian products.

FLIPKART

Product Design Lead | November 2017 - May 2020

- Led the experience vision & design for 2GUD - an ecommerce destination with unique selection and experience for the next generation of Internet users in India.
- Led the design for complex systems of Flipkart Retail and Vendor platforms. Through deep user research, I've designed products that fit into our users' workflow and drive the right behaviour for the business.
- Actively involved in hiring and growing the design team.

ISHA FOUNDATION

UX Lead & Volunteer | Feb - Aug, 2017

- Designed a mobile app for Isha that enabled significant increase in donations and yoga program registrations (+37%).
- Managed consolidation of 42 websites with an external design agency by coordinating with multiple stakeholders in the translation of business requirements into user experience deliverables.
- Simplified program registration forms and donation forms to improve conversion rates by 24%.

KNOLSKAPE

Design Team Lead, User Experience | Feb 2014 - Jan 2017

Led a team of 5 designers, and I was actively involved in raising the design maturity of the org.

- Interaction Design for Learning Environments (business simulations, learning management system, mobile learning products) -- Architected the UX, simplified user-flows and on-boarding; Added delight using game mechanics, leading to a near-perfect, 4.85/5, score from clients.
- UX design and gamification strategy for a learning management system which boosted training completion rates by 23% and user engagement by 48%
- Organised Usability days, bad design contests and design critique sessions in order to drive adoption of user-centred design practices in the organisation.
- Mentored the team in UX and UI design by setting up a training regime and inducted them into product design.

HORDE SOFTWARE (NOW, ABLE.DO)

UX Designer | Feb 2012 - Oct 2013

- I designed and developed an online interface (www.slashcv.com) to create and organise one's resumes.
- I did extensive UI development for Artjini, an eCommerce store for purchasing artworks online.

NOVELL (NOW, MICROFOCUS)

Software Engineer | July 2007 - June 2008

CONTACT

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SKILLS

Interaction Design

Design Leadership

User research

Systems Thinking

HTML, CSS & JS

EDUCATION

IIIT - HYDERABAD

M.S in HCI, Cognitive Science

Jul, 2008 - Jun, 2011

BITS, PILANI

B.E in Computer Science

Jul, 2003 - Apr, 2007