

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 a team of 3 designers to envision, strategise and design for 2GUD - an ecommerce destination with unique selection and experience for the next 100mn users in India.
- Led the design for complex systems of Flipkart Retail and Vendor platforms: Redesigned Inventory management system which improved operational efficiency by 31%, NPS by 34 points.
- Created design libraries, researched and procured the right tools, set up workflows for effective design-dev. collaboration, weekly learning sessions and design crits.
- 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

In addition to leading a team of 5 designers, I was actively involved in the design of learning environments (business simulations and mobile learning products)

- UX design and gamification strategy for a learning management system which boosted training completion rates by 23% and user engagement by 48%.
- Architected the UX, simplified user-flows and on-boarding for a business simulation; Added delight using game mechanics, leading to a near-perfect, 4.85/5, score from clients.
- 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

Design Leadership

Interaction Design

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