Vinay Singh Chouhan

Design Lead | UI/UX Designer

Design Lead with 8+ years of experience designing and delivering scalable B2B and B2C digital products. Proven ability to lead end-to-end design initiatives—from discovery and UX strategy to high-fidelity execution and handoff—while owning design systems and collaborating closely with product, engineering, and stakeholders. Experienced in building intuitive, accessible, and business-aligned SaaS and enterprise platforms at scale.

CONTACT INFORMATION

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EDUCATION

2014-2017
MCA

2011-2014
BCA

Experience

● Design Lead
Memorres Digital Pvt Ltd

2021 - **Present**

- Promoted to Design Lead, owning end-to-end design delivery across multiple digital products and client engagements.
- Led UX strategy, design systems, and high-fidelity execution from discovery to handoff, ensuring consistency and scalability.
- Partnered closely with product managers and engineering teams to translate business requirements into user-centred solutions.
- Improved design quality and delivery efficiency through structured reviews, reusable components, and process improvements.
- Mentored designers, guided design decisions, and ensured alignment with usability, accessibility, and interaction best practices.

● UI/UX Designer
Memorres Digital Pvt Ltd

Jun 2018 - Jun 2021

- Designed user-centered digital experiences through research, personas, user journeys, wireframes, and interactive prototypes.
- Worked on responsive web and application interfaces across diverse domains and product requirements.
- Collaborated with developers using structured CSS architecture (PUG, SASS, ITCSS) to ensure smooth design-to-development handoff.
- Contributed to improving usability, clarity, and overall product experience through iterative design and feedback cycles.

● Web & Graphic Designer
Memorres Digital Pvt Ltd

Jun 2017 - Jun 2018

- Created website layouts, application designs, and marketing collaterals aligned with brand and business needs.
- Gained hands-on experience with HTML, CSS, JavaScript, and design slicing for implementation.
- Supported development teams with visual assets and UI refinements.

Expertise & Skills

Design Expertise

UX Research & Discovery, UX Strategy & Problem Framing, User Personas, User Flows, User Journey Mapping, Interaction Design, Information Architecture, Usability Principles, Design Systems, Reusable Components, Rapid Prototyping, High-Fidelity UI Design, Accessibility & Inclusive Design

Development Skills

HTML & Semantic Markup, CSS3, SASS, ITCSS Architecture, JavaScript & jQuery, GSAP Animations & Micro-Interactions, PUG Templating, Webflow, Framer, GitHub

Featured Projects

Digital Finance Management Platform

Designed polished user interfaces with micro-interactions, visual graphics, and animations across web and mobile experiences to build trust and clarity.

Mentorship & Learning Platform

Built reusable UI components, design system, and interactive prototypes to support scalable learning experiences and consistent product growth.

Fitness & Training Marketplace Platform

Defined user flows, wireframes, and user journey maps to create adaptive experiences optimized for multiple devices and user scenarios.

Project & Resource Management System

Conducted user research and analysis to design minimal, responsive UI and functional prototypes aligned with internal user needs and workflows.

For detailed case studies, visit **www.vinaysinghchouhan.com**