

Vishwajeet Shetgaonker

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📄 PROFILE

Results-driven **UI/UX Designer & Developer** with **3+ years** of experience in **startups** and **freelance projects**, specializing in designing and developing **engaging** B2B and B2C digital platforms. **Skilled** in creating **user-centric solutions** across **web, mobile, OTT, and dashboard** interfaces, **enhancing** user **engagement** and **satisfaction** through **strategic, data-driven design**. **Proficient** in **user research, wireframing, and prototyping**, with advanced capabilities in **Figma** and **Adobe Creative Cloud**. **Strong technical foundation** in **React.js** and **Next.js**, enabling **seamless** and **efficient** design-to-development integration.

📁 PROFESSIONAL EXPERIENCE

UI/UX Designer & Developer, *Freelancer at Sportvot* 🌐

Jan 2023 – present

- **Developed a Cohesive Design System:** Led the creation of a standardized **design system in Figma**, incorporating a component library and advanced techniques like **auto-layout** and **variables**, enhancing design consistency and promoting cross-functional collaboration. Reduced design-to-development time by **50%** with improved accuracy.
- **User-Centric Redesign:** Spearheaded the redesign of **SportVot's web, mobile, and OTT platforms**, leveraging **A/B testing** and **user feedback analysis** to drive user engagement, contributing to **100M+ digital views**.
- **Revamped Streaming Platform:** Enhanced the **Sport SaaS Streaming Cloud Studio Platform** based on insights from **UX gap analysis**, feedback from stakeholders, and learnings over the past **3 years**, supporting broadcasts for **300K+ games** and **350K+ athlete profiles** across **20+ countries**.
- **Launched SV-Play:** Designed a **turf booking app** that achieved high user satisfaction, with over **2,000 active users** during the pilot phase. Conducted iterations based on feedback and integrated key learnings into the primary **SportVot** product.
- **Real-Time Dashboard Development:** Built a **React.js** dashboard using **Tailwind CSS** and **Chart.js**, integrating **10+ APIs** to display real-time air quality data with pixel-perfect precision.

UI/UX Designer & Front-End Developer, *Sportvot* 🌐

Nov 2020 – Dec 2022

- **Pioneered UI/UX Development:** Led user research, competitor analysis, ideation, wireframing, prototyping, and UI design for a complex end-to-end streaming SaaS platform. Addressed stakeholder needs across organizations, federations, players, and broadcasters. Created 200+ pages using a continuous design-development-iteration process for low- and high-fidelity prototypes, integrating A/B testing, evaluation, and feedback loops to optimize user experience.
- **Component Development and Integration:** Designed and developed key React.js components for the platform's large-scale streaming broadcasting dashboard, supporting millions of game broadcasts. Integrated 100+ APIs to enhance platform functionality and streamline UI updates within a complex codebase, significantly improving user experience.
- **Architected Scalable Template System:** Developed a scalable React.js-based template system from the ground up for sports overlays, reducing development time by 80% and boosting team productivity by 50%.
- **Key Role in Fundraising:** Played a crucial role in designing, researching, and developing user flows, high-fidelity prototypes, and essential front-end components across web, app, OTT, and dashboard platforms under tight deadlines. Contributed to successful fundraising efforts, including raising \$1M+ in a single round.
- **Transitioned to UI/UX Leadership:** Progressed from Front-End Developer and core founding team member to sole UI/UX Designer, leading team growth from 7 to over 80 members through effective leadership and collaboration.

🧠 SKILLS

Design & Prototyping Tools: Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, Spline | **User-Centric Design & Techniques::** User Research, UX Design, User Flows, Accessibility, A/B Testing, Usability Testing, Component Libraries, Design Systems, Auto Layout | **Development Technologies:** React.js, Next.js, Three.js, React Native, Node.js, JavaScript, TypeScript, RESTful APIs, Node.js, MongoDB, Chart.js | **Styling:** Tailwind CSS, Material UI, Bootstrap | **Soft Skills & Collaboration:** Communication, Problem-Solving, Adaptability, Cross-functional Collaboration, Agile

🎓 EDUCATION

Diploma in Multimedia Design and Development,, *Humber College Institute of Technology & Advanced Learning* 🌐
Focused on Interactive Digital Media, including UI Prototyping, Experience Design, Web & Mobile Interface Design, Motion Graphics, and 2D Animation.

Etobicoke, Canada

B.E. in Electronics and Communication Engineering,, *Agnel Institute of Technology & Design* 🌐
Emphasized core electronics and foundational web development skills: HTML, CSS, JavaScript, C Programming, MATLAB, and OSI layers.

Goa, India