


Vishwajeet Shetgaonker

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
PROFILE

Product Designer & UI/UX Specialist with 3+ years of experience designing and developing scalable, user-centric platforms for B2B and B2C products across web, mobile (iOS & Android), OTT, and dashboards. Expertise in design systems, user research, prototyping, and usability testing, with a strong foundation in React.js and Next.js. Proficient in user flows, high-fidelity prototyping, and integrating accessibility and HCI principles to deliver seamless, intuitive experiences. Proven success in enhancing design-to-development workflows and driving user engagement through iterative design processes.

PROFESSIONAL EXPERIENCE

UI/UX Designer & Developer, Sportvot (Full-Time, Freelance/Contract)  Jan 2023 – present

- **Developed Cohesive Design System:** Spearheaded the creation of a comprehensive design system in Figma, incorporating a reusable component library, auto-layout, and advanced design techniques, improving design consistency and streamlining cross-functional collaboration. Reduced design-to-development time by 50%.
- **User-Centric Redesign:** Led the UI/UX redesign of SportVot's web, mobile, and OTT platforms through A/B testing, user feedback, and usability testing. This drove user engagement, contributing to 100M+ digital views and improved user retention.
- **Revamped Streaming Platform:** Conducted a UX gap analysis and enhanced SportVot's SaaS streaming platform, supporting the broadcast of 300K+ games and 350K+ athlete profiles across 20+ countries.
- **Launched SV-Play:** Designed and iterated on a turf booking app that achieved high user satisfaction, with 2,000+ active users during the pilot phase. Incorporated user feedback and insights into the primary SportVot product for improved adoption.
- **Real-Time Dashboard Development:** Built a real-time dashboard using React.js, Tailwind CSS, and Chart.js, integrating 10+ APIs to display live air quality data, ensuring pixel-perfect precision in design and functionality.

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 platform. Created 200+ pages using an iterative design-development process, integrating A/B testing, user flows, and feedback loops to optimize user experience.
- **Component Development & Integration:** Designed and developed key React.js components for the streaming broadcasting dashboard, integrating 100+ APIs to streamline updates within a complex platform, significantly improving usability.
- **Architected Scalable Template System:** Created a scalable React.js-based template system for sports overlays, reducing development time by 80% and increasing team productivity by 50%.
- **Key Role in Fundraising:** Contributed to \$1M+ fundraising by developing user flows, high-fidelity prototypes, and essential front-end components under tight deadlines, leading to successful product development and pitch presentation.
- **Transitioned to UI/UX Leadership:** Progressed from Front-End Developer to sole UI/UX Designer, leading the team's design efforts as the organization scaled from 7 to over 80 employees, while managing cross-functional teams and ensuring design excellence.

SKILLS

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

EDUCATION

Diploma in Multimedia Design and Development,, Jan 2023 – Sep 2024 | Etobicoke, Canada
Humber College Institute of Technology & Advanced Learning 

Focused on Interactive Digital Media, including UI Prototyping, Experience Design, Web & Mobile Interface Design, Motion Graphics, and 3D Animation.

B.E. in Electronics and Communication Engineering,, Jul 2016 – Aug 2020 | Goa, India
Agnel Institute of Technology & Design 

Emphasized core electronics, and foundational web development skills including HTML, CSS, JavaScript, C Programming, MATLAB, and OSI layers.