


# Vishwajeet Shetgaonker

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## PROFILE

Product Designer & Developer with 4+ years of experience designing and developing scalable, user-centric platforms for B2B and D2C products across web, mobile (iOS & Android), OTT, and dashboards. Expertise in React.js, Next.js, and Node.js, with a strong UI/UX design foundation. Proven success in optimizing 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: Built a component-based design system in Figma and implemented it in React.js, optimizing reusability and design-to-development workflows, reducing development time by 50%.
- Redesigned & Optimized SportVot's Platforms: Led the front-end revamp of SportVot's web, mobile, and OTT platforms using React.js, Next.js, and Tailwind CSS, enhancing performance, accessibility, and engagement, contributing to 100M+ digital views.
- Enhanced SaaS Streaming Platform: Refactored and optimized SportVot's streaming platform UI for real-time performance, supporting 300K+ game broadcasts 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

**Development Technologies:** React.js, Next.js, React Native, Three.js, Node.js, JavaScript, TypeScript, RESTful APIs, MongoDB, Chart.js, Electron.js | **Styling:** Tailwind CSS, Material UI, Bootstrap | **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 | **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.