VIVEK G

Product designer and front-end developer, Bengaluru

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EXPERIENCE

- **Senior Product Designer** at Setu, a PineLabs group company (May 2024 - Present)
  - Primary designer for Account Aggregator product, designing both B2B and B2C interfaces.

- **Product Designer** at Setu, a PineLabs group company (March 2021 - April 2024, 3y)
  - Achieved industry best conversions, with one customer seeing 170% jump in conversion. Read more about the award winning design on the **Setu blog**.
  - Brought over communication within the team by prototyping in code.

- **Retail Area Sales Officer** at Hindustan Petroleum (July 2018 - February 2021, 2y 8m)
  - Business head for 50+ petrol stations in two districts of Karnataka

EDUCATION

B. Tech — National Institute of Technology Karnataka (NITK)
Mechanical Engineering (2014 - 2018 / 9.36 CGPA)

SKILLS

- **Product design:** UX Design, UI Design, UX Research, Information architecture, Figma, Responsive design, Wireframing, Prototyping, Interaction design, Motion design, UX writing, Problem solving, Design thinking, Data driven design, Usability, B2B, B2C
- **Front-end:** HTML, CSS, JavaScript, React.js, Next.js, Figma plug-ins, Chrome extensions, Git, Agile
- **Soft skills:** Communication, Systems thinking, Cross team collaboration, Product management, Product strategy

PROJECTS

[DEV + DESIGN] **Listen**, **a word-class multilingual reading companion**
An open source "Listen to this article" app and integration. Read the tech+design fusion story here. Used by an Italian news website to provide listening experience to their readers.

[DESIGN] **WhatsApp chat design UI kit — Figma community**
Top Figma community resource for WhatsApp chat design, with 15,500+ downloads

[DEV + DESIGN] **Multiple open source projects — GitHub**
- 3 chrome extensions with 1000+ users
- 2 Figma plug-ins with 1200+ users
- Single page resume builder with 1000+ monthly users

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