

# VIVEK G

Product designer with a strong engineering background

Email: [vivek@vivek.nexus](mailto:vivek@vivek.nexus)  
Portfolio: <https://vivek.nexus>

GitHub: [github.com/vivek-nexus](https://github.com/vivek-nexus)  
LinkedIn: [linkedin.com/in/vivek-nexus](https://linkedin.com/in/vivek-nexus)

## 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, Visual design
- **Front-end** – **HTML, CSS, JavaScript**, React.js, Next.js, Figma plug-ins, Chrome extensions
- **Soft skills** – Communication, Systems thinking, Cross team collaboration, Product management, Product strategy, **Agile**

## 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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