

VIVEK G

Product designer and front-end developer, Bengaluru

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EXPERIENCE

- **Senior Product Designer** at Setu, PineLabs group company (May 2024 - Present)
- **Product Designer** at Setu, PineLabs group company (March 2021 - April 2024, 3y)
- **Retail Area Sales Officer** at Hindustan Petroleum (July 2018 - February 2021, 2y 8m)

EDUCATION

B. Tech – National Institute of Technology (NITK)

Mechanical Engineering (2014 - 2018 / 9.36 CGPA)

SKILLS

- **Product design:** Problem solving, UX Design, UI Design, Information architecture, B2B, B2C, Responsive design, Wireframing, Prototyping, UX writing, Technical writing, Figma, UX Research
- **Front-end:** HTML, CSS, JavaScript, TypeScript, React.js, Next.js, Cross browser development, Figma plug-ins, Chrome extensions, Git, AWS, GCP Apps Script
- **Soft skills:** Systems thinking, Cross team collaboration, Business acumen, Communication

PROJECTS

Award winning AA consent approval UI – [Setu blog](#) (Nov 2023)

- Consent approval UI with industry best conversions. A B2B2C product, that elegantly balances user centricity and powerful business customisation.
- I prototyped in code, which brought over communication and clarity across sales, product, engineering, QA.

[Listen](#), a word-class reading companion (2020 - Present)

- A web app that helps you listen to any written material (instead of reading on your screen), in a variety of languages. Read the tech+design fusion story [here](#).
- ~200 hits/day. Integrated by an [Italian news website](#).

WhatsApp chat design UI kit – [Figma community](#) (Apr 2022)

Top Figma community resource for WhatsApp chat design, with 14,600+ downloads

Hobbyist UX developer – [GitHub](#)

- 3 chrome extensions with 800+ users
- 2 [Figma plug-ins](#) with 800+ users
- [Slack on Keys](#), a cross platform electron desktop app
- Proposed a [protocol](#) for an interoperable notifications system

Last updated – 20 July 2024