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
- **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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