

# VIVEK G

UX/UI | Front-End | Retail & Marketing



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## PROJECTS

### Podcast-ify! Design Journey<sup>[1]</sup> | Live WebApp<sup>[2]</sup>

Jun 2020

Turns any written content into a Podcast-like experience. Carried out full-stack product development with end to end UX/UI Design, Graphic Design and Front-End Coding.

### Modern UI/UX: Compatibility with Pre-Digital Users | Medium<sup>[3]</sup>

Jun 2020

User research carried out while designing an internal application for users with minimal digital background.

### UX/UI Audit of NITK IRIS<sup>[4]</sup>

Feb 2020

Carried out usability audit of specific modules. Recommended best industry practices for mobile and desktop.

## EXPERIENCE

### Retail: Area Sales Manager

Hindustan Petroleum Corporation Limited (A Govt of India Enterprise)

July 2018 - Present, 2 years

- Business head for sales volume >10,000 kL fuel per month across two districts-Udupi and Chikmagalur, spread over 11,000 sq km, handling 50+ **petrol station dealerships**
- Introduced a new approach: "Analysis with Maps"
- Used radically different and engaging approach, in training of petrol station personnel

## INTERNSHIPS

### Summer Intern | PepsiCo | Punjab

May 2017 - July 2017, 2 months

### Research Intern | Indian Institute of Science | Bengaluru

May 2016 - July 2016, 2 months

## SKILLS

UX Design  
Adobe XD  
Wireframing  
Prototyping  
UI Design  
Illustrations  
Storyboarding  
Responsive Design  
Webflow  
HTML CSS JavaScript  
Engineering  
Empathy

## EDUCATION

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

**Udemy, MDN & AWS**  
Web Design, JavaScript & Cloud

## AWARDS

**Fine Arts** | National Level  
Painting Competitions

## INTERESTS

Kannada Literature,  
Content Creation, Ethical  
Hacking, Operating  
Systems, Badminton