

Vignesh Kannan, Product Designer

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Experience

PRODUCT DESIGNER, SHIPT – 06/2021 - PRESENT

- **Redesigned Shipt's retailer loyalty programs end-to-end**, defining the experience architecture from awareness through enrollment, earn, and burn. Mapped multi-state journey flows across user segments, and shipped improvements that drove **+137.8% loyalty enrollment** and measurably higher average order value.
- **Architected a centralized notification system** spanning push, SMS, email, and in-app messaging. Designed the information hierarchy and interaction patterns for a unified Notification Center, reducing notification fatigue while increasing engagement – **+71% email CTR, +106% push open rates**.
- **Led the order tracking experience redesign** for Shipt's marketplace, restructuring status communication patterns and surfacing contextual information at each fulfillment stage. **+95% engagement, -37% support contacts**.

UX DESIGN INTERN, LUCID SOFTWARE – 05/2020 - 08/2020

- Redesigned the entire Integration Marketplace flow which enabled increase in user engagement and reduced discovery time of the App Integrations by 36%.
- Led the entire UX design for the project by creating wireframes, high fidelity mockups and achieved a 100% completion rate in a task analysis test and 96% on a cognitive analysis test.
- Conducted qualitative and quantitative research to help validate proposed product strategy.

IMPEL LABS PVT. LTD. – 08/2018 - 04/2019

- Doubled the discovery in the product experience by focusing on user onboarding and UI improvements.
- Spearheaded the design for marketing campaigns by crafting visual guidelines for digital and print media.

Projects

AI-POWERED FIGMA PLUGIN (VIBE-CODED TOOLING)

Owned Designed and built a custom Figma plugin to operationalize system-wide typography updates across app and web, reducing execution time from days to minutes and preserving information hierarchy integrity. Demonstrates applied AI tooling to amplify design leverage and iteration velocity.

AI-NATIVE MEAL PLANNING SYSTEM (HACKATHON CONCEPT)

Led design of a generative, shoppable recipe experience connecting content discovery, personalization, and dynamic cart building. Defined a scalable AI-powered flywheel integrating conversational planning, contextual recommendations, and commerce infrastructure.

Education

- Indiana University, Bloomington – Masters in Human Computer Interaction Design, 2021
- Visvesvaraya Technological University, Bangalore – B.E. in Mechanical Engineering, May 2018

Skills

Systems Design • Product strategy • Scalable UX frameworks • Vibe coding • Hypothesis-driven experimentation • Information architecture • Rapid prototyping • Design systems • Journey mapping • Figma • LLM tooling • UserTesting • Adobe suite