Vignesh Kannan

Product Designer

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EXPERIENCE

Shipt Inc, *Product Designer*

San Francisco, CA, USA | 06/2021 to present

- Owned design strategy for Shipt's member communications systems across push, SMS, email, and in-app messaging, improving reliability of time-sensitive updates and engagement. Shipped a centralized Notification Center that increased feature adoption, reduced notification fatigue, and drove **+71% email CTR** and **+106% push open rates**.
- Led the revamp of Shipt's retailer loyalty programs, improving benefit visibility, repeat usage, and promo participation, resulting in a **+137.8% increase in loyalty enrollment** and higher AOV.
- Led the design to revamp the order tracking experience on our marketplace. Increased engagement by 95% and reduced contacts to support-team by 37%.

Lucid Software, *UX Design Intern*

South Jordan, Utah, USA | 05/2020 to 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., *UX Designer*

Bangalore, India | 08/2018 to 04/2019

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

SKILLS

Design
Storytelling • Journey maps • User flows • Wireframing • Prototyping • Illustration • Motion Graphics

Research
Quantitative analysis • Qualitative analysis • Competitive Analysis • User Interviews • Heuristic Evaluation • Affinity diagramming

Tools
Sketch • Figma • Marvel • InVision • Principle • Final Cut Pro X • Adobe Suite

EDUCATION

Indiana University, Bloomington
Master's in Human Computer Interaction Design, May 2021

Visvesvaraya Technological University, Bangalore
B.E. in Mechanical Engineering, May 2018

PROJECTS

Lucidchart Onboarding
September, 2019 - December, 2019

- Collaborated to design an intuitive onboarding experience via real-time tutorial suggestions.
- Selected as the best among 20 participating teams for a novel solution and pitch storytelling.

Salesforce Marketing Strategy
October, 2020 - November, 2020

- Collaborated to propose a new marketing strategy to enable an increase in user acquisition.