

# Vignesh Kannan

## Product Designer

**Portfolio:** [www.vigneshkannan.com](http://www.vigneshkannan.com)

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### EXPERIENCE

#### 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.

#### Practo Technologies Pvt. Ltd., UX Design Intern

Bangalore, India | 01/2018 to 03/2018

- Reimagined the appointment workflow to reduce cognitive load by simplifying the user journey.
- Boosted user engagement by enabling users to discover features and value additions on both the mobile app and desktop by proposing 6 new features and designing 60 hi-fidelity mockups.

#### Cookie Jar, Graphic Design Intern

Bangalore, India | 01/2018 to 03/2018

- Bolstered the marketing strategy by designing promotional material like posters, social media sliders, and banners for youth events which resulted in a 45% bump in ticket sales.

#### Freelance Design, Freelance Designer

Bangalore, India | 01/2015 to 06/2018

- Designed and delivered product mockups, websites, logos, and motion graphics videos to over 20 clients across the globe for over 2.5 years meeting their business needs.

### SKILLS

#### Design

Persona • Journey maps • User flows • Storyboarding • Wireframing • Prototyping • Data visualization • 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 storytelling pitch.

#### Salesforce Marketing Strategy

October, 2020 - November, 2020

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