

# Vignesh Kannan, Senior Product Designer

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## Experience

### PRODUCT DESIGNER, SHIPT – 06/2021 - 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%.

### 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