Vinayak Kiranji

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User-focused UX Designer with 4+ years of experience crafting intuitive, accessible, and scalable designs for B2B and B2C SaaS products. Known for blending strategy with execution, I create research-driven solutions that enhance usability, engagement, and business growth. Always pushing the boundaries of design systems and innovation to craft best-in-class user experiences.

WORK EXPERIENCE

Lead User Experience Designer
01/2024 - Present
Northeastern University ITS   **Boston, MA, USA**

- Spearheaded a cross-functional team of 7 interns to revamp the 'ME page' on the Northeastern University Student Hub, improving usability for 30,000+ students within 4 months
- Led iterative testing sessions that enhanced navigation on the Student Hub, resulting in a 15% increase in user satisfaction
- Managed over 10 key projects on the Student Hub, enhancing navigation and increasing user satisfaction by 15% through targeted usability testing

UI/UX Design Intern
09/2023 - 01/2024
Amitron   **Chicago, IL, USA**

- Redesigned Amitron's website, optimizing user experience and increasing customer bookings by 50% within 3 months through a user-centered approach
- Created and maintained a comprehensive design system for the website, ensuring consistency, enhancing user experience across all interfaces, and achieving WCAG AA compliance
- Collaborated with developers and stakeholders to design the internal DigiView app, resulting in 100+ employees switching from Wrike to the new system

User Experience Designer
05/2023 - 12/2023
Northeastern University ITS   **Boston, MA, USA**

- Resolved critical UX issues on Northeastern's Student Hub, boosting user satisfaction by 25% and daily usage by 15% through stakeholder collaboration within 3 months
- Enhanced navigation for over 30,000+ students by conducting user research and implementing findings, resulting in a 20% increase in user satisfaction
- Conducted comprehensive accessibility testing for 10+ Northeastern websites using WAI standards, resulting in improved compliance and user experience

Product Designer
02/2021 - 07/2022
EduTechEx Global   **Hyderabad, Telangana, India**

- Improved user engagement by 50% and user satisfaction by 30% by implementing data visualization features based on insights from usability testing and user interviews
- Led the development of a responsive website using HTML, CSS, and React.js, achieving a 20% reduction in page load time and enhancing project efficiency by 15%

CERTIFICATIONS

Web Accessibility with Accessibility Insights (WCAG)
05/2023
Coursera

UX Design certification
02/2023
Grow by Google on Coursera

SKILLS

Tools: Adobe Creative Cloud (Illustrator | Photoshop), Adobe InDesign, Adobe XD, Asana, Axure RP, Balsamiq, Figma, Google Analytics, InVision, JIRA, Miro, Moqups, Sketch, WiX, WordPress

Design: AI-Driven UX, Atomic Design, Complex UX flows, Design Thinking, Heuristic Evaluation, Information Architecture, Interaction Design, Product Design, Prototyping, UI Design, User Journey, UX Design patterns, Visual Design, WCAG, Wireframing

Research: A/B testing, Affinity Diagram, Card Sorting, Competitive Analysis, Persona Hypothesis, Qualitative and Quantitative Data Analysis, Storyboarding, Usability testing, User Interviews, User Survey

Programming: CSS, GitHub, GitLab, HTML, JavaScript, React

EDUCATION

Master of Science (MS) in Information Systems (Major in Human-Computer Interaction)
Northeastern University
Boston, MA
12/2024

Bachelor of Engineering (B.E) in Electrical Engineering
University of Mumbai
Mumbai
10/2020