

Vikki Kr.

Product Designer

Portfolio - [vikki-kr.design](#)

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Work Experience

Procedure Tech, Mumbai

Associate Product Designer | Sep 23 - Oct 24

- Designed an intuitive booking interface for a restaurant management application, resulting in a 20% reduction in booking errors and a substantial increase in user satisfaction ratings
- Developed design systems and component libraries for a Fintech web application, improving consistency across 3+ products and reducing handoff time by 30%
- Collaborated with B2B clients across Fintech, Healthtech, and Hospitality sectors to understand their unique needs and leverage competitive benchmarking to create effective design solutions
- Played a key role in transforming innovative ideas into MVPs and prototypes, enhancing the design process ensuring user-centric solutions and enabling rapid iteration based on feedback

User Research | Experience Design | Visual Design | Web Design | SaaS

Rancho Labs, IIT Delhi (IHFC)

Product Designer - Graduation Project | Jan 23 - May 23

- Project Lead for B2B SaaS Web Application - Interactive E-Learning platform for STEM Education. Designed the platform from scratch, preparing it for pilot stage, overseeing its entire lifecycle.
- Collaborated closely with cross-functional teams to ensure seamless integration of features. Gained valuable experience in designing for real world products with complex requirements.

User Research | Experience Design | Visual Design | Prototyping | SaaS | Copywriting

Rancho Labs, IIT Delhi (IHFC)

UI/UX Designer - Summer Internship | Jun 22 - Aug 22

- Delivered high-converting landing pages that increased lead generation by 45% while ensuring a visually appealing and consistent brand image through creative brand assets.
- Developed Dashboards & Learning Management System (LMS) for both B2B and B2C channels, enhancing user experience and engagement.
- Created Interaction Designs for User Manuals, facilitating ease of use for DIY Robotic system kits increasing sales by 20%

Web Design | Print Design | Visual Design | Interaction Design | SaaS

Education

National Institute of Fashion Technology

Bachelors of Design in Visual Communication

2019 - 2023

Army Public School, Lucknow

Higher Senior Secondary

2016 - 2018

Skills

User Experience Design, User Interface Design, Interaction Design, Visual Design, Wireframing, Prototyping, User Research, Mockups, Information, Competitive Analysis, Architecture Creative Writing, Sprint, Problem Solving, Communication, Storyboarding, User Journey mapping, Iterative Design Process, Heuristic Evaluation, Agile Methodologies

Tools

Figma	Illustrator
Notion	Photoshop
Miro	Adobe XD
Framer	Adobe Creative suite

Certifications

Visual Elements of User Interface Design

CAL Arts Coursera

(Jun - Aug 2021)

Digital Skills: User Experience

Accenture, Online

(May 2023)