

Vijay Chekuri

UX / UI / Product Designer

with Front-end experience

Portfolio link:

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London, UK

Skills

Design

Experience Design (UX)
Interface Design (UI)
Product Design
Design systems
User-Centered-Design (UCD)
Wireframing & Prototyping
User testing & Research
iOS & Android app design

Software

Figma & Sketch
inVision & ProtoPie
Axure rp, Balsamic
Adobe XD, Zeplin
Visual studio, Miro
Jira, Confluence, Trello (Agile)
Google Analytics & Optimise
SessionCam, Usertesting.com

Front-end

HTML5, CSS3, LESS, SCSS, Bootstrap, JS (basic), Webflow, knowledge of SAP Build Apps & Build.me), CRM.

About me

I specialize in UX/UI/Product design and prototyping for digital experiences. With experience in agencies, studios, start-ups, and in-house teams, I have gained valuable insights. Collaboration is key for me, as I enjoy working with teams to brainstorm and develop concepts. I am skilled at creating detailed wireframes to communicate design ideas effectively. I also enjoy prototyping and have some front-end coding knowledge for smooth collaboration with developers. I'm passionate about end-to-end design and contributing throughout the entire process.

Education

Design Course (Master's Level)

Sheffield Hallam Univeristy, UK

Bachelor's Degree in Computer Science & Engineering

Experience

HubBox

London

Lead UX/UI designer

June 2023 - July 2023

- Worked on a greenfield project (SaaS Start-up) to assist a retail delivery company in designing a high-profile enterprise store product with unique features from scratch. The project involves designing and prototyping geofencing tools that will enable customers to select pick-up points with specific attributes, such as opening times, accessibility, and parking availability.
- I also worked on their Demo store, where they present their solution to potential clients and demonstrate its functionality, including the available customization options.

Greatstate | Ministry Of Defence(MOD)

London

Senior UX/UI consultant

Jan 2023 - April 2023

- Worked on the benefits section (2 tools) of the Ministry of Defence application, which helps Royal Air Force, Army, Marines, and Navy personnel determine the benefits and allowances they may be entitled to and allows them to check their exact eligibility for some of these benefits and was developed using concepts, ideation, testing, iteration, user research, wireframing, prototyping, and design systems. Delivered an **MVP** in 8 weeks time.

Bsi. (British standards institution)

London

Senior UX/UI Designer

April 2022 - Jan 2023

- I worked on the BSI Digital Transformation Program and closely collaborated with Appian developers to deliver an **MVP**. Additionally, I worked on other regulatory services portals and dashboards (both B2B and B2C). I also worked on the BSI Design system and client onboarding experience, which involved wireframing, Service blueprints, testing, prototyping, and other related tasks. Worked with SAP Build Apps and Build.me for dashboarding.

K+C | Santander Bank

London

Senior Product Designer

March 2021 - April 2022

- I have worked on the Santander Mobile app and Web (online/open banking). Specifically, I redesigned the entire loan application process (including pre-approved, highly-likely, and general loans) and also worked on dashboard redesigns. This involved conducting research, wireframing, rapid prototyping, iterations, and testing.
- Additionally, I worked on a new design system for the Santander App, creating new components, variants, naming systems, and templates that work for both mobile and web. Discussed the process flows and personas with the stakeholders for approvals.
- I led and participated in workshops and user testing sessions to identify edge cases and to understand users' perspectives and needs.
- I optimized critical user journeys to minimize bounce rates and promote engagement among customers, facilitating the discovery and utilization of Santander products. Worked closely with the Agile team/developers.

VCCP | O2 Network

London

Senior UX Designer

Feb 2021 - March 2021

- Over the course of this contract, I worked on some BAU projects(end-to-end) and Digital Transformation projects for O2 Network/Telefonica.
- Brainstormed , Wireframed and prototyped several pixel-perfect concepts, in collaboration with project managers and other UX teams.
- Gathered Data from Google Analytics & Adobe experience manager Analytics + Sessioncam to understand the user behaviour and pain points in the journey.
- Worked on the O2 Consumer, O2 Open & Business Shop part of the website & iOS & Android apps.

Like Digital | ISKO Denim (B2B)

London

UX Consultant

Dec 2020 - Jan 2021

- As a Hybrid UX Designer, I audited the ISKO DENIM B2B website to improve key user journeys.
- I followed a data-first approach, analyzing Google Analytics for conversion rates and using Hotjar to identify user pain points that require optimization for improved user experience and conversion.
- I created wireframes for improved solutions and conducted real-time user testing to assess interactions. Additionally, I developed user journeys (using HTML5, SCSS/CSS, JavaScript, Bootstrap 4) for further testing with users and stakeholders.

John Lewis & Waitrose

London,UK

Senior UX/UI Designer (e-commerce)

July 2019 - Oct 2020

- Inception, design and delivery for the online identity (Web & App)of the **While you're Away from WAITROSE** (won an award in 2019).
- In a fast-paced startup environment, I improved the new customer onboarding and postcode validation process by 35%. My responsibilities included wireframing, prototyping, user testing, user interviews, user research (including competitor analysis), email design, and front-end development.
- I also worked on another **MVP** project called HOME ASSURANCE for John Lewis, where I was responsible for wireframing, prototyping, and testing the designs with real users. Additionally, I developed user journeys in Webflow to test the concept prototypes across various devices.
- Worked on another **MVP** project called RAPID DELIVERY for WAITROSE, where I was responsible for wireframing, prototyping, and testing the designs with real users. I redesigned complex user journeys (Search, checkout, Navigation, Postcode eligibility) to decrease the bounce rate.

Lebara Mobile

London,UK

UX/UI Lead/Front-end

Dec 2018 - July 2019

- In a fast-paced startup environment, I played a key role in the company's digital transformation by conducting stakeholder interviews, user research, prototyping, wireframing, competitor analysis, workshops, and user testing. I led the complete redesign of the web and app.
- I focused on enhancing the UX experience of the existing website, redesigning complex user journeys and conducting rapid testing with both staff and remote users. I incorporated their feedback to refine the designs and seamlessly implemented them on the Hybris CMS within the same sprint. The result was a 34% increase in user satisfaction and a 44% improvement in perceived findability of products and information with the new solutions.
- I integrated user-tested user journeys from the current website into the new website. During this time, I led a 7-person design team and collaborated with external agencies and project managers. Our approach followed a mobile-first and Agile methodology
- Redesigned the iOS and Android mobile app, resulting in a remarkable increase of 64.5% in usage and achieving 12,000 downloads in the 1st week.

West One Technology

London,UK

UX/UI/Front-end

Jun 2017-Dec 2018

- I designed and developed the Trade-in websites for Microsoft, Virgin Mobile, and Argos. Throughout the design process, I collaborated closely with the teams to ensure adherence to their brand guidelines. I conducted testing with users both in-store and remotely to gain a better understanding of their pain points and expectations.

Digital Symphony

Malaysia

UX/UI/Front-end

Feb 2016-Feb 2017

- Worked for a one of the top agency as a Hybrid Designer/Developer. Worked on a variety of projects (Real estate, Leisure booking).
- Responsible for end-to-end design process (illustrate design ideas using storyboards, process flows and sitemaps) and tested prototype ideas to gather feedback through user interviews and surveys
- Produced concepts and prototypes ranging from sketches and interactive prototypes to production-ready designs
- Developed all the user journeys and components for back-end developers.

Monkey Media

Malaysia

UX/UI/Front-end

Jun 2015-Jan 2016

- Worked for a fast-paced start up media agency, responsible for Lo-Hi Fidelity Wireframes,Mock-up's, Prototypes,Designing Log-in Flows.
- User testing & research to validate designs. Worked in a agile environment.
- Email design & development and Front-end development for most of the user journeys.