

VEDANT RAO

Strategic Product Designer
Crafting User-Centric Experiences
Skilled UI/UX Designer
with 8.5 years experience
in B2B Industries



PERSONAL DETAILS:



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Mumbai



design.vratwork.in
uiux.vratwork.in



CORE COMPETENCIES:

- ❖ User-centered design
- ❖ Industry-standard frameworks
- ❖ Design trends expertise
- ❖ Usability testing expertise
- ❖ Prototyping tool proficiency
- ❖ Exceptional interpersonal skills
- ❖ Exceptional communication skills
- ❖ Agile/SCRUM experience
- ❖ Startups and teams
- ❖ Problem-solving skills
- ❖ Creative UX vision
- ❖ Strong visual design
- ❖ Strong typography skills
- ❖ Accessibility advocacy
- ❖ Attention to detail



ACADEMIC CREDENTIALS:



Diploma in Digital Media
FX School
2018 - 2020



BSc IT
K.C. College, Mumbai University
2015 - 2018



CERTIFICATIONS:



Complete Web & Mobile Designer:
UI/UX, Figma, and more
Udemy - 2023



Motion Design with Figma:
Animations, Motion Graphics
Udemy - 2023



EXECUTIVE SUMMARY:

Senior Product Designer & UI/UX designer with 8.5 years of at crafting captivating user experiences through meticulous attention to detail and user-centric design principles. Extensive expertise in industry-standard frameworks, design trends, usability testing, and state-of-the-art prototyping tools. Collaborative team player with exceptional interpersonal and communication skills. Proficient in Agile/SCRUM methodologies, fostering seamless collaboration within cross-functional teams. Proven ability to deliver high-quality products across platforms, ensuring consistency, accessibility, and adherence to defined interaction models. Passionate about problem-solving and continuously improving user experiences through creative vision.

User-Centric Design &

Demonstrated experience in user-centric design principles and methodologies throughout the product development lifecycle. Conducting in-depth user research to gain insights into user behaviors, preferences, and pain points. Translating user insights into actionable design solutions that prioritize usability, accessibility, and delight. Collaborating closely with stakeholders to integrate user feedback and iterate on design iterations. Establishing and maintaining a robust repository of user research findings to inform design decisions and foster continuous improvement.

Cross-Platform Product Design Mastery

Showcase the ability to deliver high-quality products across platforms, ensuring consistency, accessibility, and adherence to defined interaction models. Highlight experience in responsive design, scalable vector graphics, and collaborating with cross-functional teams for seamless implementation.

Design Research and User Advocacy

Emphasize the capability to conduct user research, gather insights, and advocate for accessibility and inclusive design. Highlight experience in understanding user needs, implementing design strategies aligned with measuring success through user engagement metrics.

Collaborative Agile Product Development

Showcase adaptability and effectiveness in Agile/SCRUM environments, collaborating with cross-functional teams to prioritize tasks and deliver high-quality results under pressure. Highlight experience in design-led thinking and contributing to successful design playbooks for improved team efficiency and project outcomes.

Creative Problem-Solving and

Demonstrate the ability to think creatively, identify UX challenges, and implement innovative solutions that expand product bases and improve user metrics. Highlight experience in data-driven decision-making, conducting A/B testing, and implementing design improvements that drive user satisfaction and engagement.



KEY

FACTORS:

Industries Worked	Cosmetics, Healthcare, Education, Sports Entertainment, Travel, Nutrition, Politics, Art & Music
Geographies Worked	Mumbai and Remote
Major Client	makeO (A series C funded company known as Tootshi previously), Lingual Matrix, Panbai International School
Team Size	10
IT Skills	Adobe Creative Suite (Photoshop, Illustrator), Figma, InVision, Usability Testing Tools, Responsive Design Frameworks (Bootstrap, Material Design), Scalable Vector Graphics (SVG), A/B Testing Tools, Agile/Scrum Methodologies
Published work	<u>Digital Transformation 2.0:</u> The Next Frontier: Navigating the Digital Landscape for Business Success Authored a comprehensive guide on driving innovation and efficiency through digital transformation, offering actionable insights in product management, marketing, and business development.

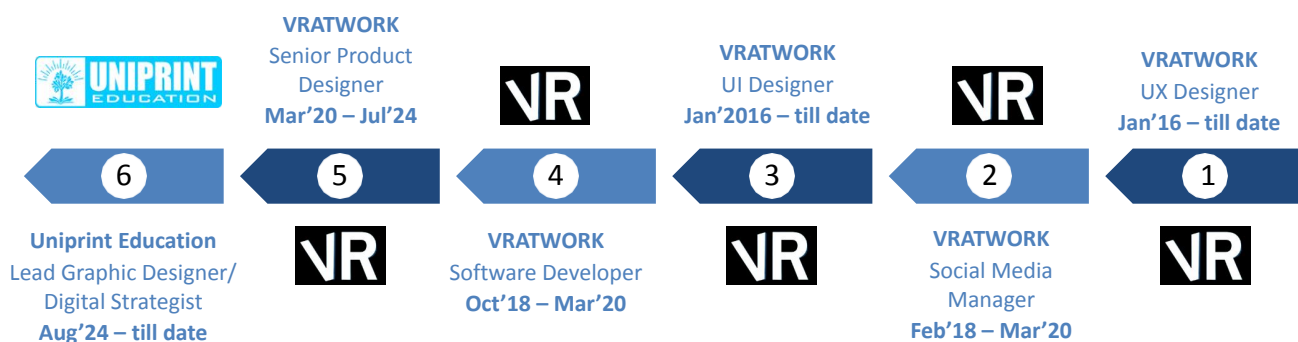


PROFESSIONAL ACHIEVEMENTS:

- ❖ Spearheaded collaboration with Series C funded company, makeO, to drive synergistic initiatives and optimize operational efficiency.
- ❖ Authored and published a comprehensive book on Digital Transformation, providing valuable insights and strategies for navigating the digital landscape. Available at: [Book Link](#)
- ❖ Led the development of a cutting-edge data visualization tool, resulting in a remarkable 30% increase in user engagement and interaction.
- ❖ Recognized industry expert, invited to share expertise and insights as a guest on a prominent podcast. Listen to the interview: [Podcast Link](#)
- ❖ Implemented and conducted A/B testing methodologies, resulting in a notable 20% enhancement in user metrics and overall performance.
- ❖ Contributed as a guest lecturer at NMIMS, delivering impactful sessions on industry trends and best practices in design and technology.
- ❖ Ensured optimal UI consistency, leading to a significant 15% reduction in bounce rates & improved UX.
- ❖ Collaborated cross-functionally to drive a remarkable 25% increase in user satisfaction through innovative design solutions and enhancements.
- ❖ Strategically aligned design initiatives with overarching business objectives, resulting in a notable 20% increase in user engagement and retention rates.
- ❖ Successfully addressed UX challenges, achieving a commendable 30% compliance with accessibility standards and a 20% reduction in task completion time.
- ❖ Advocated for and implemented accessibility enhancements, achieving significant progress with a commendable 30% compliance rate.
- ❖ Established comprehensive design playbooks, streamlining processes and contributing to a notable 15% increase in project efficiency and faster outcomes.



CAREER TIMELINE:





PROFESSIONAL EXPERIENCE:

Uniprint Education

Aug'24– Till date

Key Roles:

As a seasoned Digital Strategist, I specialize in crafting and executing high-impact digital strategies that drive organizational growth and enhance online presence. My expertise includes:

- **Strategic Optimization:** Evaluate and refine digital strategies, incorporating the latest tools and trends to improve SEO and overall digital performance.
- **Data-Driven Insights:** Analyze customer and user data to inform digital campaigns, ensuring data-driven decisions and effective performance reporting.
- **Client and Team Engagement:** Collaborate with clients, sales teams, and management to align digital initiatives with business goals and drive value.
- **Content and Campaign Management:** Develop and implement integrated content strategies for digital, social, and mobile platforms, ensuring brand consistency and maximizing content impact.
- **Digital Asset Optimization:** Strategically map out and optimize digital assets for business results, including designing web pages and managing marketing content.
- **Thought Leadership:** Provide strategic direction and thought leadership to translate organizational goals into actionable digital marketing initiatives, enhancing online performance across various channels.

VRATWORK, Mumbai

Vedant Rao is the Founder & Chief Executive Officer of VRatwork, leading its management and operations since January 2016. VRatwork, founded in 2022, specializes in software development, digital marketing, business management, and graphic design services, delivering data-driven digital solutions and executing strategic plans to capture B2B/B2C opportunities while fostering brand awareness and relationships with stakeholders.

Senior Product Designer

Mar'20 – Jul'24

- A proactive and collaborative team player with a passion for creating exceptional user experiences.
- Skilled in working closely with product managers and engineers to develop products leveraging the client Platform for streaming data solutions.
- Proficient in user-centric design methodologies, adept at identifying user needs and crafting elegant solutions to enhance usability and aesthetics. Proactive communicator with the ability to articulate design decisions effectively to stakeholders across diverse functional groups.
- Experienced in guiding product offerings through user testing, client feedback, and alignment with business objectives. Dedicated to producing impactful marketing materials to drive product awareness and education.
- Committed to continuous improvement, actively contributing to and maintaining company design systems while fostering a culture of constructive feedback.

Product Manager

Mar'20 – Till date

- Champion product development initiatives, overseeing the end-to-end lifecycle from conception to launch.
- Drive product strategy and roadmap, aligning with market trends and user needs to ensure maximum impact and relevance. Collaborate cross-functionally with design, engineering, and marketing teams to deliver best-in-class products and experiences.

UI Designer

Jan '2016 – Till date

- Design visually stunning and user-centric interfaces that elevate brand identity and drive engagement.
- Translate complex requirements and user stories into elegant and intuitive design solutions, ensuring consistency and usability. Collaborate closely with cross-functional teams to iterate and refine designs based on user feedback and stakeholder input.

Software Developer

Oct'18 - Mar'20

- Developed robust, scalable software solutions in collaboration with cross-functional teams, translating requirements into technical specifications while optimizing codebase and architecture.

Social Media Manager

Feb'18 - Mar'20

- Developed and executed social media strategies, creating compelling content across platforms, and analyzing metrics to optimize engagement and reach.

Social Media Campaign Project

Panbai International School | Social Media Campaign Project

Feb'24 - Apr'24

- Drove social media marketing strategies to enhance brand visibility, engagement, and reach, through curating compelling content, managing interactive campaigns, and executing engaging events.
- Spearheaded content creation initiatives across platforms, collaborating with teams to design promotional materials (Flyers) , develop website user experience, and craft informative, engaging content.
- Demonstrated strong communication, adaptability, and a willingness to learn, coordinating cross-functionally to deliver impactful marketing and communication strategies.