

Work Experience

Minfy Technologies pvt ltd

Lead.UX Designer

May 2024 - Present

Sr.UX Designer

May 2023 - Apr 2024

- Joined as the first designer and fourth hire, and built Minfy’s UX practice from scratch. Onboarded and mentored 5 designers, lead 4 today, and am grooming a senior into a lead.
- Built a unified design system for web and mobile as a core member of the pilot product development team. POC designs that took 4 days now take 2.
- Wrote the team’s design SOPs. Discovery before the SOW, which I put forward, is now how projects start.
- Changed how design and dev work together. The whole team brainstorms before design starts, sketches are reviewed with PM, front end and back end, and developers build from a document and a clickable prototype. One Trace feature turnaround fell by about 65%, from two weeks to four days.
- Raised design’s share of the standard project timeline to at least double.
- Led UX across Aerospace, Healthcare, Data Migration, Industrial Services and Real Estate. Contributed to proposals for Apollo Tyres, Stanley College (Australia), Max Healthcare and Matson, including POCs for Max Healthcare and Stanley College, each built in under 12 hours.
- Lead the design of a satellite image capture and communication portal for an aerospace client, coordinating users, ground stations and satellites.

Zendrive Technologies pvt ltd

Product Designer

Oct 2021 - Mar 2023

- Revamped the customer journey for the Insurance Qualification Lens (IQL), boosting customer acquisition by 13%.
- Improved publisher satisfaction scores from 3.0 to 4.5, contributing to overall retention and engagement.
- Led a full redesign of the IQL platform, enhancing UX and visual appeal, which drove the onboarding of 3 new publishers to the White Label App (WLA).
- Conceptualised strategies to integrate core modules into Audi’s Automated Collision Notification (ACN) system and NerdWallet platforms.

Outliersoft Technologies pvt ltd

UX Designer

Oct 2018 - Oct 2021

Prudential - Pulse

- Led and Mentored a team of 2 designers to design health care product "PULSE" and Improved the speed and quality of the deliveries by 18%
- Designed and delivered Doctor consultation patient and doctors view, Live fitness classes, Challenges via rapid prototypes, and high-fidelity mocks.

Proteinmetrics

- Devised a file sharing and administrative system for protein analysis
- Collaborated directly with the core product team out at Protein-metrics to deliver the product (within a span of 4 weeks)

Fed-Ex Aviation

- Digitised the Flight Management System
- Delivered, Flight Risk Management System(FRMS), Federal Flight Deck Officer(FFDO)

Embark Mobility Labs, Chennai

Jr.Designer/Partner

July 2017 - Sep 2018

- Started off as a designer/partner for the product "Hoovi."
- Built the product from scratch with the basic research, analysis, concepts, wireframes and converted them to high-fidelity mocks
- Presented the prototype to Investors and acquired 2 investments
- Was involved in the Strategic product & business decisions
- Handled a cross functional team and enabled end to end seamless transition between the teams

Amazon, Hyderabad

Team Lead

Oct 2012 - Jul 2017

- Handled an entire process alone
- Led a 27 member team for Kindle Publishing
- Mentored 3 employees to improve the rating by 13%

VASUDEVAN VENKATARAMAN

Lead UX Designer | 9+ yrs

About

Lead UX designer with 9+ years designing digital products across aerospace, healthcare, agritech, logistics and weather analytics. I built Minfy’s UX practice from scratch: the team, the SOPs, the design system. I turn messy requirements into flows teams can build from. I’m the one asking “who is this for, and what are they actually trying to get done?”, usually just before the meeting ends early.

Skills

Processes

- Design thinking
- Requirement Gathering
- Primary Research
- Secondary Research
- Information Architecture
- Persona & Storyboarding
- Competitive Analysis
- Wireframing
- Visual Designing
- Prototyping

Tools

- Figma
- FigJam
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Miro
- Invision
- Balsamiq
- Microsoft Powerpoint
- Microsoft Excel
- Zeplin

Hobbies

- Short Story Writing
- Cooking (Pizza especially)
- People Management
- Standup Comedy
- Event & Wedding Photography
- Competitive PC Gaming
- Tech & Gadgets
- Ex TNCA Cricketer

Interesting Thoughts

- If everyone thinks outside the box, do you think inside the box is the new outside the box?
- If you have to explain it, its no good (both jokes and Design)
- What do the interviewers think when they ask the candidate, “whats your weakness”, and the candidate says “I am a team player” or “honesty is my weakness” or worse “I work too hard”
- There are no two words more harmful than “Good Enough” - Whiplash
- “If something is truly perfect, that’s it. The bottom line becomes: There is no room for imagination. No space for intelligence, or ability, or improvement. Do you understand? To men of science like us, perfection is a dead end; a condition of hopelessness. Always strive to better than anything that came before you, but not perfect.” - Bleach

Education

B.E - Automobile Engineering

(2006-2010)

Madras Institute of Technology.

Contact

+91 - 9884257043

vaseey@gmail.com

www.vaseey.com

linkedin.com/in/vaseey21

Hyderabad