Vi Chetan
MHCID | Product Designer

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Profile

As a product designer, developing strategies that support and evolve existing systems is my forte. I design solutions that sit at the intersection of business and customer needs, and are rooted in technical feasability.

Skills

Team Management	Sketch
Design Systems	Figma
Product Design Processes	HTML + CSS
User Research	

Education

Master, Human Computer Interaction and Design   UC Irvine | 2020

Master of Arts, Psychology   Purdue University | 2015

Bachelor of Arts, Visual Communication Design

Bachelor of Arts, Psychology

Work Experience

Manager of Product Experience   **CareerPlug | 2018-2021**

In addition to Lead User Experience Designer responsibilities, the most notable addition this role brought was managing and growing a team of product designers. Managing a team of designers came with establishing professional growth and skill goals, performance reviews, workload management, as well as leveraging each designers' specialization (design system, user research, user interface design, etc.) to design and ship product.

Previous Role: Lead User Experience Designer
As the Lead UXD, my responsibilities included establishing a design system, auditing the existing platform for usability standards, and identifying workflow/feature improvements to enhance the experience. Close collaboration with the engineering team was critical so that viability was a constant consideration when developing solutions.

User Experience Researcher   **Eureka By S/4HANA CIC | 2020**

As a part of the MHCID program at UCI, I led the research for developing an in-app engagement strategy. This strategy leveraged gamification principles to foster healthy competition that boosts productivity, as well as make a very task oriented software more fun to engage with.

User Interface Designer   **Watermark Insights | 2017-2018**

My primary responsibility was designing responsive components in compliance with WCAG AA/AAA. Collaboration with interaction designers and product owners plays an important role in developing the best interface. Collaborating with front end developers is a crucial part of the job. Handoffs include, but not limited to, mockups, sticker sheets, style guide and basic animations using Principal/Origami.

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User Interface and Experience Design, HTML/CSS Dev   **CreativeFox | 2016-2018**

CreativeFox is an online film festival platform that allows users to create, upload and manage their creative profiles and/or festivals. Responsibilities included information architecture, user workflow mapping via Google Analytics, interface design, and front end development. Collaboration with investors, back end developer and other stakeholders remained a crucial part of the product development process.

Jr. Creative   **Invodo | 2016**

As a Jr. Creative, responsibilities included assisting art directors in developing concepts based on client briefs. Verizon Wireless was the primary account I worked on. The projects focused on developing designs for interactive content that introduced customers to device features. These experiences lived on the device and were developed by a third party service. The projects had quick turn around times and went through approximately 4 rounds of revisions before delivery

User Interface and Experience Associate   **Renovatio | 2015**

As a UI/UX associate, my responsibilities included prototyping mobile apps based on research done to identify personas, competitor analyses, industry trends, and practices.

Certificates and Activities

d.MBA | 2020

A 6 week bootcamp focused on teaching designers business skills. The program teaches tools that help identify new markets, prototype business models, and develop strategic and tactical activities that are based on human needs.

UXPA Mentor, Austin TX | Since 2019

I joined UXPA as a mentor in 2019. I have since mentored four up and coming user experience designers. Mentorship involves, but not limited to, weekly check-ins for the duration of the program, professional advice, portfolio reviews, and identifying project opportunities that help sharpen UXD skills.