KRISHNA VIJAY K

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Location: India | Open to Remote / Hybrid / Onsite Roles

Professional Summary

Experienced and outcome-driven **Lead UI/UX Designer & Product Design Specialist** with **10+ years** of expertise across **UX strategy, user research, design systems, and developer collaboration**. Proven track record in crafting **scalable design** solutions for **SaaS products, enterprise platforms, and customer-facing applications**. Hands-on with **Figma plugin development, WordPress plugin creation**, and design-to-code collaboration (ReactJS/Nextjs, Material UI). Passionate about **human-centered design**, rapid iteration, and delivering measurable business impact through design-led product thinking.

Professional Experience

Lead UI/UX Designer | Dbiz | Feb 2024 – Present

- Led the UX design of **Aldar's Education portal, website, mobile apps**, improving task completion speed by **28%** and increasing **CSAT scores by 22%**.
- Ran design thinking **workshops** and **cross-functional design sprints**, enhancing team alignment and delivery velocity.
- Defined **multi-phase UX research plans**, blending surveys, interviews, usability tests, and behavioral analytics (**Datadog, Hotjar, Google Analytics**).
- Built and maintained an **enterprise-grade Figma Design System**, reducing UI inconsistencies and **cutting developer** handoff time by **35%**.
- Mentored a team of **4 junior designers**, driving process adoption and improving design quality.
- Partnered with engineering teams to deliver **WCAG-compliant, responsive UIs** using ReactJS, Material UI, and SCSS.
- Led **UX writing and microcopy improvements**, reducing user errors and friction in key workflows.

Skills

UX & Product Design

UX Strategy · Human-Centered Design · Interaction Design · Design Systems · UX Roadmapping · UX Metrics & KPIs · Wireframing · Prototyping · Accessibility (WCAG) · UX Writing · Microcopy · Product Thinking · Dashboard Design

User Research & Analytics

User Interviews · Usability Testing · Heuristic Evaluation · A/B Testing · Persona Development · Journey Mapping · Information Architecture (IA) · Funnel Analysis · UX Audit · UX Analytics (Hotjar, Google Analytics) · Competitor Research

Design & Development Tools

Figma (Advanced – Plugin Development) · ~~Adobe XD~~ · Sketch · InVision · Zeplin · Principle · Miro · Notion · Jira · Trello · Photoshop · Illustrator

Technical Collaboration

HTML5 · CSS3 · SCSS · Bootstrap · ReactJS (Collaborative Handoff) · WordPress Plugin Development (PHP, JS) · Figma Plugin Development (JS, TypeScript, Figma API) · **Wordpress** development, **Shopify** development, **Wordpress plugin** development

Visual & Brand Design

Brand Identity · Typography · Iconography · UI Kits · Design Tokens · Color Theory · Style Guides · Motion Design

Collaboration & Delivery

Design Thinking Workshops · Agile / Scrum · UX Documentation · Developer Handoff · Design QA · Cross-functional Collaboration · Team Mentoring · DesignOps & Process Optimization

Senior Lead UI/UX Designer | Xoriant Solutions Pvt Ltd | Mar 2022 – Aug 2023

- Conducted **UX discovery workshops**, synthesizing insights from **user interviews, heatmaps, and session recordings** to drive usability improvements.
- Built a modular, **scalable Figma component library**, improving design consistency and efficiency by 40%.
- Advocated for and implemented **WCAG 2.1 Level AA accessibility standards**, enhancing product inclusivity.
- Collaborated with frontend developers to ensure seamless UI implementation using ReactJS, Material UI, and SCSS.
- Integrated **UX metrics and success KPIs** into **Agile sprints**, aligning product roadmaps with measurable user outcomes.
- Enhanced UX documentation and **design QA processes**, **reducing design-to-development defects** by **30%.**

Senior UI/UX Designer | Marlabs Inc | Aug 2016 – Mar 2022

- Designed and **executed UX strategies for SaaS, B2B platforms, and mobile apps**, improving usability and driving key engagement KPIs.
- Created **high-fidelity, interactive prototypes with motion design**, improving **stakeholder engagement** and testing efficiency.
- Spearheaded the **company's first modular Figma Design System**, streamlining **UI consistency** and reducing design-to-dev handoff time.

- Conducted end-to-end user research, including persona development, task flows, and information architecture mapping.
- Collaborated with cross-functional teams across Agile Scrum environments, ensuring customer-centric feature delivery.

Product & Plugin Designer (WordPress & Figma Plugins) | Independent Projects | 2019 – Present

- Designed and developed multiple WordPress plugins (e.g., Page Post Clone), achieving 1,000+ active installs on the WordPress repository.
- Built and published Figma plugins to improve design handoff, component management, and workflow automation for design teams.
- Conducted plugin-specific user research, ran beta testing, and applied iterative UI/UX improvements based on community feedback.
- Managed the full product lifecycle: UX/UI design, front-end and back-end development (PHP, JavaScript, Figma Plugin APIs), deployment, and ongoing support.
- Created plugin documentation, UX microcopy, and optimized marketplace listings for user acquisition.

Early Career: Web & UI Designer | (E-Brain Technologies, Brandize Consulting, Appsfruit) | 2013 – 2016

- Designed responsive websites, landing pages, and mobile UIs for SME clients.
- Developed front-end interfaces using HTML5, CSS3, and basic JavaScript, enabling seamless design-to-code execution.
- Built foundational skills in visual design, layout systems, and brand consistency.

Education

- Digital Marketing, MSME Technology Development Centre | 2015
- BSc Electronics, Aquinas College – MG University | 2013
- 12th (Mumbai University), Vidya Bhavan Junior College | 2010
- 10th (Mumbai University), Indian Education Society | 2008

Portfolio

https://vijay.tutorialslides.com

Tools Build

Relayout Map Generator – Figma plugin
https://www.figma.com/community/plugin/1503020046108013975/relayout-map-generator

Relayout WebP Generator – Figma plugin
https://www.figma.com/community/plugin/1504895061459881097/relayout-webp-generator

Relayout QR Code Generator– Figma plugin
https://www.figma.com/community/plugin/1529519831796297794/relayout-qr-code-generator

Customize Place Order & Add to cart Button for Woocommerce

https://wordpress.org/plugins/customize-place-order-add-to-cart-button-for-woocommerce/

Web Font Converter– React apps

https://www.relayout.in/apps/webfont-generator/index.html