

# Krishna Vijay K

Senior Lead AI/UI/UX Designer · 10+ Years

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AI Expert  
WCAG 2.1 Expert  
Design Systems Expert  
UX Research & Analytics  
Figma Plugin Developer  
Digital Marketing Expert

## IMPACT SNAPSHOT

28%

Task Completion Lift

35%

Faster Dev Handoff

40%

Design Efficiency Gain

30%

Fewer Dev Defects

## PROFESSIONAL SUMMARY

**Lead UI/UX Designer** with **10+ years** designing products at scale for enterprise, SaaS, and B2C platforms. I don't just ship screens — I build design systems that cut dev handoff time by 35%, run research that lifts task completion by 28%, and mentor teams that sustain design quality without me in the room. Proficient in Figma (including plugin development), deep in UX research, and fluent enough in ReactJS and SCSS to collaborate with engineers at code level. I design for **measurable outcomes** — and I bring the research, systems thinking, and AI fluency to back it up.

## PROFESSIONAL EXPERIENCE

**Lead UI/UX Designer** · Dbiz.AI

Feb 2024 – Present

*Aldar Education Portal, Website & Mobile Apps · Real Estate Platform · Enterprise SaaS*

- ▶ Redesigned **Aldar's education portal** end-to-end — task completion speed improved **28%**, CSAT scores up **22%** within 3 months of launch.
- ▶ Built and owns an **enterprise-grade Figma Design System** (tokens, components, documentation) that cut developer handoff time by **35%** and eliminated 90% of design-dev inconsistency tickets.
- ▶ Defined **multi-phase UX research plan** combining Hotjar, Datadog, Google Analytics, and moderated usability tests — insights directly influenced 3 product roadmap pivots.
- ▶ Facilitated **design thinking workshops** with PMs and engineering leads, reducing misaligned sprint deliverables by **40%**.
- ▶ **Mentored 4 junior designers** — introduced design critique rituals and a structured component review process adopted org-wide.
- ▶ Led **UX writing and microcopy overhaul** that reduced user error rates in critical onboarding flows.
- ▶ Delivered **WCAG 2.1 AA-compliant** responsive interfaces in ReactJS, Material UI, and SCSS, co-reviewed with front-end team for pixel-accuracy.
- ▶ Leveraged **AI-assisted design and vibe coding** (Cursor, Windsurf, Copilot, Emergent, AX AI) to prototype and iterate 3x faster — from concept to dev-ready spec in hours, not days.
- ▶ **Mentoring 200+ design & engineering students** at Jai Bharath Engineering College and Aquinas College — covering UX fundamentals, Figma, design systems, and industry workflows.

**Senior Lead UI/UX Designer** · Xoriant Solutions Pvt Ltd

Mar 2022 – Aug 2023

*KPMG (Web App) · Walmart (PWA) · Accord (Web App) · Cars (Web App)*

- ▶ Built a **modular Figma component library from scratch** for KPMG's enterprise dashboard — improved design-team velocity by **40%** and enabled consistent UI across 6 product squads.
- ▶ Drove **WCAG 2.1 Level AA accessibility** implementation across Walmart PWA; first accessibility audit post-launch returned **zero critical violations**.
- ▶ Implemented **UX metrics and KPIs into Agile sprint planning** — aligned product roadmaps to measurable user outcomes, not just feature delivery.

- ▶ Introduced **design QA gates** into the CI/CD review cycle, **reducing design-to-dev defects by 30%** across 4 concurrent projects.
- ▶ Synthesized heatmaps, session recordings, and user interviews into prioritized UX backlogs consumed directly by PMs.

## Senior UI/UX Designer · Marlabs Inc.

Aug 2016 – Mar 2022

Merck (IoT) · FedEx (Web App) · Tracfone (Power BI) · US Silica (Tableau) · Allsober (Web + Mobile) · mClub

- ▶ Designed and shipped UX for **8+ enterprise and consumer products** across IoT, healthcare, logistics, and data visualization domains over 6 years.
- ▶ Spearheaded **Marlabs' first Figma Design System** — standardized UI components across all product teams, eliminating redundant design work estimated at 15+ hours/week.
- ▶ Led end-to-end UX for Allsober (Web + Mobile), a behavioral health product — delivered **persona research, journey maps, IA, and high-fidelity prototypes** from 0→1.
- ▶ Created **data visualization dashboards** in Tableau and Power BI for Tracfone and US Silica, translating complex data into actionable visual narratives for non-technical stakeholders.
- ▶ Partnered with SharePoint architects to design Charter Brokerage's intranet — **reduced navigation click-depth by 3 levels** based on card-sorting and tree-testing results.

## Product Designer & Developer — Opensource ·

2019 – Present

- ▶ Built and published **4 Figma plugins** (Layout AI Designer, Map Generator, WebP Generator, QR Code Generator) — self-initiated, product-managed, and shipped end-to-end.
- ▶ Developed **5 WordPress plugins** with 1,000+ combined active installs on wordpress.org — managed full product lifecycle from UX research to deployment.
- ▶ Conducted beta testing programs, iterated based on community feedback, and maintained plugins to 5-star ratings.

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

Built responsive web UIs and mobile interfaces for SME clients in HTML5, CSS3, and JavaScript. Developed foundational skills in visual design, layout systems, and brand consistency.

## SKILLS

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<b>Design</b>	UX Strategy · UX Research · Interaction Design · Information Architecture · Accessibility (WCAG 2.1 AA) · Design Systems · UX Writing · Journey Mapping · Prototyping · Dashboard Design
<b>Research</b>	User Interviews · Usability Testing · Heuristic Evaluation · A/B Testing · Funnel Analysis · Hotjar · Google Analytics · Datadog · Competitor Research
<b>Tools</b>	Figma (Advanced — Plugin Dev) · Adobe XD · Sketch · InVision · Zeplin · Miro · Principle · Jira · Notion
<b>Technical</b>	HTML5 · CSS3 · SCSS · Bootstrap · Material UI · ReactJS (Handoff + Collaborative) · WordPress Plugin Dev (PHP, JS) · Figma Plugin Dev (JS, TypeScript)
<b>AI &amp; Vibe Coding</b>	Cursor · Windsurf · GitHub Copilot · Emergent · AX AI · Prompt Engineering · AI-assisted UI generation · Vibe Coding (design-to-code with AI)
<b>Leadership</b>	Mentoring 200+ Students (Jai Bharath Engg. College, Aquinas College) · Design Thinking Workshops · Agile / Scrum · DesignOps · Developer Handoff · Design QA

## PUBLISHED TOOLS (FIGMA & WORDPRESS PLUGINS)

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### Figma Plugins (self-published)

- RelayLayout AI Designer — AI component generator
- RelayLayout Map Generator
- RelayLayout WebP Generator
- RelayLayout QR Code Generator

### WordPress Plugins (1,000+ installs)

- RLUS — RelayLayout License & Updates System (SaaS)
- RelayLayout AEO Suite — #1 AEO WordPress Plugin
- RelayLayout Designs — Elementor Widgets (SaaS)
- Appsfruit Page & Post Cloner

## AI-AUGMENTED DESIGN & VIBE CODING

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Actively integrates AI tools into daily design and development workflow — not just prompting, but building. Uses AI to go from concept to coded prototype in a single session.

### AI Coding Tools

- Cursor — AI-powered code editor
- Windsurf — agentic AI coding
- GitHub Copilot — inline code assist
- Emergent — rapid AI prototyping
- AX AI — AI design & UX workflows

### What This Enables

- Figma design → working React component same day
- Rapid UX prototypes validated with real code
- Plugin features built & shipped without a dev team
- AI-generated UI drafts refined with UX principles
- Faster design system documentation & tokens

## FIGMA DESIGN SYSTEM — BUILT FROM SCRATCH

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### Enterprise-Grade Design System for Aldar Education Platform

- ▶ **Architecture:** Atomic design structure — atoms, molecules, organisms, templates, pages — fully documented in Figma.
- ▶ **Token layer:** Color tokens, typography scale, spacing system, shadow and border-radius variables — all synced with engineering via CSS custom properties.
- ▶ **Component library:** 80+ reusable components (buttons, forms, cards, data tables, navigation, modals) with variant states, interactive prototypes, and dev-ready annotations.
- ▶ **Impact:** Reduced UI inconsistency tickets by **~90%** · Cut developer handoff time by **35%** · Adopted by 4 product squads across web and mobile.
- ▶ **Maintained and versioned** — built contribution guidelines so junior designers could add components without breaking the system.

## EDUCATION

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**BSc Electronics — MG University** · Aquinas College, Cochin

2013

**Digital Marketing Certification** · MSME Technology Development Centre

2015

Portfolio: [vijay.tutorialslides.com](http://vijay.tutorialslides.com) · Figma Plugins: [figma.com/community/@vijay\\_krishna](https://figma.com/community/@vijay_krishna)