VIVEK SHAH

Senior Product Designer | UI/UX | Design Systems

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LinkedIn: linkedin.com/in/vivekshah-587b96114 **Open to Relocation: Dubai, UAE | Europe (Germany, Netherlands, Portugal) | Japan | China**

PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years of experience crafting intuitive, user-centered interfaces for enterprise SaaS, fintech, and healthcare platforms. Deep expertise in end-to-end product design — from discovery and wireframing to high-fidelity prototypes and developer handoff. Proven ability to lead design systems at scale, improve measurable outcomes, and collaborate effectively in cross-cultural, distributed Agile teams.

Skilled in WCAG accessibility standards, usability testing, and front-end collaboration. Actively seeking global opportunities in Dubai, UAE, European markets (Germany, Netherlands, Portugal), Japan, and China — available for employer-sponsored relocation.

KEY ACHIEVEMENTS

30%
Improvement in task completion time by redesigning GST e-Invoice platform UI

20%
Reduction in development rework by implementing a unified design system across 5+ apps

5+
Enterprise applications unified under a single scalable design system

Spot Award
Recognized for 100% responsive, cross-browser litigation module delivered under tight deadline

CORE SKILLS & TOOLS

Product Design	User Research, Wireframing, Prototyping, Usability Testing, Information Architecture, Interaction Design, Design Thinking
Design Tools	Figma, Adobe XD, Photoshop, Miro, Maze (Usability Testing), Hotjar
Accessibility	WCAG 2.1 AA/AAA Compliance, EU Accessibility Act Standards, Inclusive Design, Screen Reader Testing
Design Systems	Component Libraries, Atomic Design, Tokens, Documentation, Style Guides
Frontend (Collab)	HTML5, CSS3, SCSS, Bootstrap, Material UI, Tailwind CSS, Kendo UI, JavaScript, jQuery, React (Basics), Angular (Basics)

Workflow & Tools	Agile/Scrum, Jira, Git, Bitbucket, SVN, WordPress, Cross-functional Collaboration
Soft Skills	Stakeholder Communication, Mentoring & Team Leadership, Cross-cultural Collaboration, Presentation & Story-telling

PROFESSIONAL EXPERIENCE

Senior Product Designer
Cygnet Infotech Pvt. Ltd.

Jun 2019 – Present

› Led end-to-end redesign of GST e-Invoice enterprise platform, resulting in 30% improvement in task completion time and measurable boost in user satisfaction scores.
› Architected and implemented a comprehensive design system adopted across 5+ enterprise applications, reducing design-to-development rework by 20%.
› Designed complex enterprise dashboards for GST compliance tools — Cygnet Tax, Cygnet Vendor Postbox — with full WCAG accessibility standards compliance.
› Received Spot Award (Nov 2024) for delivering litigation module UI design under tight deadline with 100% responsiveness and cross-browser compatibility.
› Partnered closely with frontend developers throughout the full web development lifecycle, ensuring pixel-perfect, developer-ready handoffs via Figma.
› Mentored and up-skilled junior designers in UX principles, design system usage, and accessibility best practices.
› Collaborated with product managers and business analysts in Agile/Scrum ceremonies to define UX strategy and prioritize backlog items.

Frontend / UI Developer
GreenApex LLP

Feb 2019 – May 2019

› Developed and maintained user-facing webpages using HTML5, CSS3, JavaScript, and jQuery with emphasis on responsive, multi-device layouts.
› Created responsive designs optimizing layouts across mobile, tablet, and desktop platforms.
› Mentored junior designers on UX and UI best practices to raise team quality standards.

Front End Designer
IndiaNIC Infotech Limited

Sep 2017 – Jan 2019

› Delivered clean, standards-compliant HTML and CSS across multiple client projects.
› Built responsive websites ensuring optimized performance, usability, and cross-browser consistency.
› Collaborated with cross-functional teams including developers, QA, and project managers to enhance client websites.

Web Designer
Prime Apps Infotech

Dec 2015 – Jul 2017

› Designed and developed responsive websites optimized for mobile and desktop platforms.
› Improved website performance through asset minification, CDN implementation, and code optimization.
› Redesigned multiple client sites to enhance navigation structure, visual appeal, and conversion rates.

PORTFOLIO HIGHLIGHTS

Cygnet Tax — GST Compliance Platform

Designed responsive enterprise dashboards for GST compliance workflows. Focused on data density, clarity, and task efficiency for finance professionals. Improved user satisfaction scores significantly through iterative UX research and testing.

Spring Money — Fintech Platform

Developed responsive front-end for a B2C fintech platform, focusing on intuitive onboarding flows, financial data visualization, and mobile-first design principles.

Cygnet Vendor Postbox — Vendor Management

Delivered intuitive UI for vendor management system handling invoice submissions and approvals, enhancing user adoption rates through simplified navigation and clear information hierarchy.

Trueself — Consumer Web Experience

Designed an engaging, content-rich website experience with optimized layouts, strong visual hierarchy, and performance-focused front-end implementation.

DocDoc — Healthcare Web Platform

Created accessible healthcare web interfaces meeting WCAG 2.1 standards, improving usability for diverse patient and provider audiences across devices.

Full portfolio available at: **vivekshah.online**

EDUCATION

Bachelor of Computer Application (BCA)   2011 – 2014
Gujarat University
Computer Science | GPA: 6.9

Higher Secondary Certificate (HSC)   2009 – 2011
Gujarat Board
Commerce | GPA: 75%

RECOMMENDED CERTIFICATIONS (IN PROGRESS / TO PURSUE)

› Google UX Design Professional Certificate (Coursera) — Internationally recognized credential for global job market
› Interaction Design Foundation (IDF) — UX Design, Accessibility, and Design Thinking courses
› WCAG / Web Accessibility Specialist (WAS) Certification — Particularly valued for EU Accessibility Act compliance roles

ADDITIONAL INFORMATION

Languages: English (Professional), Hindi (Native), Gujarati (Native)
Work Authorization: Available for employer-sponsored visa – UAE (Dubai), Germany, Netherlands, Portugal and other EU countries, Japan, China
Relocation: Actively seeking international opportunities — open to immediate relocation
Work Style: Experienced in remote, hybrid, and in-office Agile/Scrum environments across time zones
Awards: Spot Award — Cygnet Infotech, November 2024