

Vigneshwaran V

PRODUCT DESIGNER

Bengaluru, India · +91 63801 80500 · vlogvickhs@gmail.com · vezign.netlify.app · linkedin.com/in/vezign

PROFESSIONAL SUMMARY

Product Designer with 2+ years building B2B SaaS products across web and mobile. At Swivl, a US field service management company, contributes across six product surfaces and owns the website builder template system end to end. Combines product discovery, information architecture, and scalable design systems with hands-on ability to prototype and ship production code.

PROFESSIONAL EXPERIENCE

Associate Product Designer

Mar 2025 – Present

Swivl

B2B field service management SaaS for US home service businesses

- Design end-to-end experiences across six B2B product surfaces including AI Website Builder, Marketplace, Service Agreements, Estimates, Invoicing, and Work Order Management, from product discovery and user flows through high-fidelity UI and developer handoff.
- Own the website builder template system end to end: information architecture, layout structure, responsive behaviour, and reusable section patterns that let non-technical users build pages without breaking layout.
- Rebuilt and maintain the mobile app design system in Figma, defining styles, design tokens, variables, and components so spacing, typography, and colour stay consistent as new surfaces ship.
- Analyse product funnels and user behaviour data in PostHog to identify UX friction, prioritise fixes with product and engineering, then validate the change against post-release behaviour.
- Conduct user research, competitive analysis, and heuristic evaluation with the design lead, product managers, engineers, and QA across agile sprints, and produce marketing motion in Figma using manual and AI-assisted workflows.

UI & UX Designer

Feb 2024 – Sep 2024

Dashloc

- Designed responsive web and mobile interfaces for SaaS dashboards and customer-facing applications, producing wireframes, interactive prototypes, and high-fidelity UI through developer handoff.
- Established the first reusable component library and UI guidelines, giving concurrent projects a shared visual baseline and reducing repeated interface decisions.

PROJECTS

Vola · Badminton Scoring App

Solo Design & Build

- Designed and built a complete Android app independently in a 0 to 1 cycle, owning product definition, UX, UI, motion, production code, and end-to-end testing. Released as a tested APK, Google Play submission in progress.
- Structured a 10-screen information architecture spanning a three-step match setup wizard, live scoreboard, match summary, history, and player profiles.
- Implemented the full scoring engine in TypeScript across rally 21, rally 15, and traditional formats, handling deuce, golden point cap, undo stack, and court side switching.
- Built with React Native, Expo SDK 54, TypeScript, and AsyncStorage; developed in Antigravity and VS Code using Claude as a coding agent.

Google Pay · Money Management

Concept UX Case Study

A feature that categorises every UPI payment as it is made and turns a month of transactions into a readable summary

- Ran the Double Diamond end to end: real-time interviews with regular UPI users, a competitive teardown of five apps against the same seven capabilities, then a single problem statement, primary persona, and empathy map. Around 70% of interviewees named categorised spending, a periodic summary, and an exportable report unprompted.
- Designed 23 screens across four flows inside Google Pay's existing three-tab architecture rather than a new one, covering the happy path, all settings panels, and six edge states including crore-scale amounts, over-budget bars, Tamil line heights, empty first month, and loading skeletons.
- Timed a real counter payment on video to set the interaction budget, then fit the addition into a single chip tap before the PIN step so the regulated payment flow stayed untouched.

SKILLS

Product & UX Product Discovery, UX Strategy, User-Centred Design, Information Architecture, User Flows, Wireframing, Interaction Design, 0 to 1 Product Design, Design Systems

Research & Data User Research, Usability Testing, Heuristic Evaluation, Competitive Analysis, Product Analytics (PostHog), Accessibility (WCAG)

Design & Craft High-Fidelity UI Design, Interactive Prototyping, Responsive Web Design, Mobile App Design, Dashboard Design, Design Tokens, Component Libraries, Motion Design

Technical & Tools Figma (Advanced), FigJam, React Native, Expo, TypeScript, Git & GitHub, AI-Assisted Development, Antigravity, VS Code, Jira, Linear, Confluence, Notion, Slack, Agile & Scrum, Developer Handoff, Cross-Functional Collaboration, Stakeholder Management

EDUCATION

B.Sc. Visual Communication

2020 – 2023

Kumaraguru College of Liberal Arts and Science, Coimbatore

Design Boat School of UI/UX (Aug 2023 – Dec 2023) · Shift Nudge Product Design Masterclass (In Progress)

LEADERSHIP & RECOGNITION

- Guest lecturer on UI/UX design at Kumaraguru College (2024, 2025) and workshop facilitator for aspiring designers. Recipient of the Mahatma Gandhi Scholarship for academic excellence.