

Vaibhav Solanki

Product Designer

www.vaibhavsolucky.com • +91-9998334838 • vaibhavsolucky@gmail.com

Experience

Self employed, Product Designer

May 2023 – Current | Ahmedabad, India

Engaging in selective projects for product design and user research

- Collaborated with 1990 Labs to conduct research interviews and analysis for Allen Digital

Design Tools – Figjam, Figma, Miro, Notion, Fireflies

Sitracker, Product Designer

Oct 2022 – April 2023 | Bangalore, India

Facilitated design enhancements for financial management area of Sitracker product - a deployment management software that aims to provide solutions for various industries such as Telecom, Energy, Fibre, Media, Construction and Engineering, Real estate.

- Collaborated closely with product manager and tech lead to upgrade product experience for the users
- Created userflows, low & high fidelity mockups and prototypes
- Leveraged SLDS (Salesforce Lightning Design System) for consistent design standards

Design Tools – Product Board, Confluence, Coda, JIRA, Figma, Miro, Chorus

Self employed, UX Designer

Sep 2021 – Sep 2022 | Ahmedabad, India

- Designed cross platform user experiences for clients across the globe
- Shaped digital experiences and video content as part of personal projects

Design Tools – Figma, FigJam, Adobe Premiere Pro, Miro, Notion

Jio Haptik, UX Designer

Feb 2020 – Aug 2021 | Bangalore, India

Led end-to-end product experience at Interakt, a B2B SaaS platform for managing customer interactions

- Helped launch Interakt in 6 months, contributing to its rapid growth to 400+ active organizations in less than a year
- Partnered with product managers, tech team, business head to ensure optimum user experience and meet business goals
- Provided design guidelines while laying design foundation
- Participated in client onboardings for product demo
- Planned and conducted user research for note taking behavior, derived data driven insights and provided possible design directions

Design Tools – Figma, Figjam, Miro

Education

National Institute of Design, India

Master of Design (M.Des), New Media Design

2014-2019 | Gandhinagar, India

Charusat University, India

Bachelor of Technology (B.Tech), Information & Technology

2009-2013 | Anand, India

Skills

Research

Qualitative user research, ethnography, usability testing, heuristic evaluation, contextual inquiry, hypothesis framing & validation, literature review, surveys

Ideation

White-boarding, sketching, conceptualization, sense-making

Design

Design thinking, user story mapping, user flows, user journey mapping, scenario building, interaction design, information architecture, wireframing, storyboarding, video production, video editing, competitive analysis

Tools

Pen and paper, Figma, Figjam, Notion, Coda, Balsamiq, Sketch, Adobe creative suit, Product Board, Miro, JIRA, Confluence, Chorus, Arduino, Processing

Thesis

Are you your data? : Immersive 360 video experience

Lines of Inquiry, National Institute of Design, India | 2020

The project initially focused on the 'Concept of Privacy' then evolved to emphasize data privacy. The final output was an immersive VR experience aimed at raising awareness about personal privacy behavior for more informed decision-making

Recognition

'The Lost Son' : a film

Nominated for 'Short film of the year' at Shorted India | 2021

Exhibits & Publications

Are you your data? : Immersive 360 video experience

Lines of Inquiry, National Institute of Design, India | 2020

Teachings

360 Photo and Video

Workshop conducted at NID, Gandhinagar | 2021

360 Imaging

Workshop conducted at NID, Gandhinagar | 2019

Languages

English (Fluent), Hindi (Fluent), Gujarati (Native)