


# Vikram Solanki

East York, Ontario, M4C 2Z8, Canada  
(437) 755-1956  
vikramsolanki25@gmail.com

 behance.net/vikramsolanki25

 vikramsolanki.in

 linkedin.com/in/vikram-solanki

## Sr. Product Designer at Kotak Mahindra Bank creating intuitive products and mentoring designers.

With 7 years of experience in advocating and designing for users, I integrate empathy, technology, creativity, and culture to deliver quality at scale. My mission is to build and improvise design frameworks that create positive shifts in the organization.

## Experience

Apr 2020 - Present

### **Kotak Mahindra Bank – Sr. Product Designer – *Mumbai India***

- Established, mentored, and led a design team of seven versatile designers for the Kotak Cherry app, a one-stop investment platform that helps one to invest in multiple asset classes.
- Also led a small team of two designers for the Kotak KayMall app, a platform where all e-commerce categories come under one roof, including flights and hotels. Created a scalable information architecture for multiple e-commerce categories while delivering a class user experience.
- Provided design vision and expertise to the CEO and stakeholders of Kotak Cherry for product-level decisions.
- Co-created a platform-agnostic design system for Kotak Bank, addressing all 50+ projects of the organization, and established rules for engineers and designers across platforms on the usage of brand elements.
- Implemented a framework where designers can collectively contribute and coauthor a design system. Synthesized user research and defined gaps in usability and customer needs.
- Conducted design-thinking workshops with all the stakeholders, product leadership, and engineering team at the start of every design sprint, to uncover problem statements and strategic opportunities.
- Communicated complex design solutions with user research analysis, user journeys, interactive prototypes, and high-fidelity designs.

Jan 2016 - Mar 2020

### **5nance.com – Sr. UI/UX Designer – *Mumbai, India***

- Redesigned mobile app while setting up a new design language system for the brand allowing to scale products and making the user experience intuitive.
- Documented and conducted user research and usability tests.

- Implemented design process in the organization that ensured a high level of success, with timely delivery of projects. Assisted the CEO in producing branded material for the initial level of funding for the start-up and oversaw the launch of all major projects.
- Responsible for overlooking and creating interactions and micro-animations for the app. Worked closely with the engineers and ensured the designs were implemented accurately and functioned as per the requirements.

Jan 2015 - Dec 2015

### **5nance.com – Sr. Software Developer - *Mumbai, India***

- Lead a team of 4 front-end HTML/CSS developers and ensured the code is effective and efficient.
- Scheduled and conducted weekly meetings to maintain consistency in the code and deliver a high-quality product. Oversaw all the design components and code library that can be reused in the development life cycle.
- Worked within an agile software development process, to achieve timely delivery of the project. Developed innovative and intuitive statistical graphics using data visualization techniques with D3.js.

Sep 2013 - Dec 2014

### **Technocrat Solutions – Software Developer - *Mumbai, India***

- Successfully handled a desktop application built on the .NET framework for Mumbai Police Recruitment (responsible for \$20,000 in annual revenue) with the highest customer satisfaction.
- Designed and implemented Microsoft SQL database for multiple applications. Built reusable front-end HTML and CSS code and their libraries for future use.
- Developed efficient server-side code to maintain a high quality of the products. Estimated effort for architecture, design, and development tasks.

## Education

Oct 2018

### **HFI Certified Usability Analyst - *Badge #2018-7183***

Aug 2009 - May 2013

### **Atharva College of Engineering – B.E Information Technology – *Mumbai, India***

Aug 2006 - May 2009

### **Thakur Polytechnic – Diploma in Information Technology – *Mumbai, India***

## Skills

Design thinking	User research	Interaction design	Prototyping	Sketching
Collaboration	User journeys	Visual design	Usability testing	Data visualization
Mentoring	Wireframes	Micro-animations	Heuristic evaluation	HTML5/CSS3