

VIRAJ VIJAY PATIL

User experience Designer

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EXPERIENCE

Senior UX Designer/ Deputy manager

Titan company limited, Bangalore

04/2024 - Present

- Spearheaded an AI-powered design system project for watch face design, which increased the team's productivity, aligned stakeholder expectations, and eliminated dependencies on external agencies.
- Increased user engagement by designing intuitive and seamless watch face customisation features in the mobile app.

UX Designer

Titan company limited, Bangalore

04/2021 - 04/2024

- Redesigned the Titan Smart World app to enhance usability and user comprehension, increasing ratings from 3.2 to 4.5 on both Android and iOS stores. This led to a 16% increase in daily active users (DAU) and a surge in positive user reviews.
- Using a human-centered design approach, developed the medication management module for a healthcare-focused smartwatch (under NDA), ensuring an intuitive and seamless user experience for tracking medication information.
- Created a new iconography system for Titan smartwatches and their app, with guidelines that ensured consistency, aesthetics, and alignment with the brand's values and goals.
- Designed an e-commerce portal for third-party healthcare brands, integrating it seamlessly with the Titan Smart World app, resulting in increased user engagement and higher sales conversion rates.
- Collaborated with cross-functional teams, including front-end engineers, developers, and marketing, to lead UX audits and testing for over 10 smart products.

Visual Designer

Codemischief Software Solutions, Pune

09/2020 - 02/2021

- Designed the brand identity for a cultural ed-tech startup by creating its visual identity and defining core brand messaging.
- Created a responsive website for a bootstrap startup, focusing on delivering an engaging and intuitive user experience.

Graphic Designer

National Institute of Design, Ahmedabad

01/2020 - 07/2020

- As a student designer, contributed to visual identity projects for the Cotton Corporation of India and IIM Jammu under NID's industry exposure program.

EDUCATION

Master of Design

Graphic Design

National Institute of Design,
Ahmedabad

05/2018 - 03/2022

Bachelor of Engineering

Mechanical Engineering

MIT Academy of Engineering,
Pune

06/2013 - 07/2017

SKILLS

Design and research

Visual Design, Design Systems, UI Design, Personas, Storyboards, Information Architecture, User flows, Journey Maps, Heuristic Evaluation, Competitive Analysis, Affinity Mapping, Illustration, Prototyping

Tools

Figma, Adobe XD, Miro, Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, Premiere, Pro, MS Office, Procreate, Keynote, Autodesk: AutoCAD, 3ds Max, SketchUp

AWARDS

Outstanding Achiever At Titan

For contribution in the App revamp project

Star Designer of the Titan smart Wearables

For the design initiatives

Book Cover Design Award

For the book Sita by Westland publications