

VIRAJ VIJAY PATIL

User experience Designer

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EXPERIENCE

Senior UX Designer

Ultraviolette automotive, Bangalore 06/2025 - Present

- Designed a high-utility, prompt-integrated design system that transitioned the team from static hand-offs to AI-driven generative workflows; enabled seamless prompt-to-prototype cycles while maintaining brand guidelines.
- Re-designed a custom e-commerce via vibe-coding and decoupled backend, eliminating agency dependency and reducing deployment cycles.
- Headed the Voice User Interface interaction strategy for an EV bike, bridging persona design with seamless HMI cluster interactions.
- Designed a telemetry feature that transforms EV ride data into shareable social 'signatures,' gamifying rider performance to drive community engagement and brand advocacy.

Senior UX Designer/ Deputy manager

Titan company limited, Bangalore 04/2021 - 06/2025

- Re-designed the Titan Smart World app to enhance usability and user comprehension, which increased ratings from 3.2 to 4.5 on both Android and iOS stores. This resulted in a 16% increase in daily active users (DAU) and positive user reviews.
- Employing a Human-Centred 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.
- Designed a new iconography for Titan smartwatches and their app, with guidelines ensuring consistency, aesthetics, and alignment with the brand values and goals.

Visual Designer

Codemischief Software Solutions, Pune 09/2020 - 02/2021

- Designed a responsive website from scratch for a bootstrap start-up, focusing on an engaging and intuitive user experience.

Graphic Designer

National Institute of Design, Ahmedabad 01/2020 - 07/2020

- As student designer, became a part of visual identities design projects for Cotton corporation of India CCI and Indian institute of Management, 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