

VISHNUDAS ERAKINGAL UNNIKRISHNAN

PRODUCT DESIGNER

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<https://www.vishnudas.ca/> **Portfolio**

EXPERIENCE

Product Designer (Part Time)

Lono VM | January 2024 - Present

- Conduct **user research** to understand user needs, behaviors, and pain points.
- Create efficient **user flows** based on the findings and user personas to enhance the overall user experience.
- Establish and maintain **branding** and a comprehensive **design system** that aligns with industry trends and best practices.
- Develop mid and high-fidelity prototypes using **Google Material Design** and **visual design** principles.
- Iterate on designs based on feedback from stakeholders and user testing.
- Plan and conduct **user testing** sessions to gather feedback on prototypes.
- **Collaborate with developers**, ensuring successful design implementation by providing detailed specifications and assets for a smooth handoff.

UX/UI Designer & Researcher

(Capstone Project)

Deloitte & Sheridan College | January 2023 - April 2023

- Partnered with **Deloitte Digital Canada** on a design challenge to create a fitness app for a boutique studio in Toronto.
- Conducted qualitative research and utilized the findings, along with market research.
- Developed user personas, user flows, wireframes, design system in strict compliance with accessibility guidelines, and **high-fidelity prototypes**.
- Executed multiple rounds of user testing (**usertesting.com**) and implemented iterative improvements based on feedback received.

Graphic Designer (Freelance)

Vude Inc. | January 2020 - Present

- Design visually engaging and dynamic brand identities and graphic elements that enhance accessibility and inclusivity across various platforms, including **websites, digital signage, and social media**.
- Create contemporary and inclusive **illustrations, ranging from high-aesthetic to photo-realistic** designs, adaptable to a wide array of styles.
- Create **motion graphics** for digital signage and websites ensuring accessibility and inclusivity, while adhering to industry standards and best practices.
- Develop comprehensive marketing collateral, including posters, flyers, social media campaign assets, branding materials, ensuring seamless brand representation and effective communication strategies across diverse platforms.

EDUCATION

Sheridan College

Digital Product Design - with Honors,

Post Graduate Certificate | September 2022 - April 2023

George Brown College

Visual Effects - with Honors,

Post Graduate Certificate | September 2017 - August 2018

University of Calicut

Journalism and Mass Communication,

Bachelor's Degree | January 2013 - April 2015

Certification - Government of Canada

Ethical Conduct for Research Involving Humans ,
TCPS 2, **September, 2022**

SKILLS

User Interface Design

Interaction Design

User Research

Iterative Prototyping

Visual Design

User Flows & Wireframes

Personas & Journey Maps

Usability Testing

Accessibility WCAG 2.0

Inclusive Design

Responsive Design

Design Systems

Responsive Design

Design Thinking

Human Centered Design

Motion Graphics

Micro-interactions

Vector Illustrations

Iconography

Typography

Color Theory

Branding & Style Guides

3D Modelling

Cross-Functional Teamwork

Stakeholder Collaboration

Agile & Scrum Methodologies

Critical & Analytical Thinking

Adaptability & Problem-Solving

Storytelling

Continuous Learning

TOOLS

Figma, FigJam, Adobe XD, Jira, Slack, Mural, Invision,

Tableau, HTML/CSS Basics, Usertesting.com

Adobe Illustrator, Photoshop, After Effects, InDesign,

Premiere Pro, Acrobat Pro, MS Office Suite

3D - Maya, Modo, Mud box,

Substance Painter and Designer