

Janardhanan V

EXPERIENCE

Product Designer

Hyperface Technologies (Credit card platform) . Apr 2023 - Current

- Designed the **Customer onboarding configuration** and flow for Hyperface, securing strategic partnership with LoanTap and attracting key clients, including Titan and Flipkart Wholesale.
- Conceptualized and designed products for **Offer management** module of Hyperface, supporting India's leading co-branded credit cards.
- Designed a customizable **Alert monitoring dashboard** that empowers product managers to tailor notifications for distinct metrics, enhancing real-time visibility and enabling quicker decision-making across product lines.

UI/UX Designer

Open Financial Technologies (Financial Services) . Sept 2020 - Apr 2023

- Conducted user research to identify pain points in **Expense Management tool**, designing tailored workflows for each user type to optimize solutions and drive a 60% increase in user subscriptions.
- Designed Open Accountant, a **Task management tool** enabling tax practitioners to efficiently organize and manage tax-related tasks.
- Redesigned the **Cards section experience** on the OPEN Money platform, collaborating cross-functionally to identify user pain points and deliver a solution that increased customer card orders by 40%.

IT Analyst / UI Designer

Tata Consultancy Services Limited . Aug 2015 - Sep 2020

- Redesigned the user interface of the ICs ordering application for **NXP Semiconductors**, enhancing usability and overall user experience.
- Collaborated as a Software Engineer with hands-on experience in front-end and back-end development, leveraging HTML, JavaScript, CSS, and other technologies to deliver solutions for **Vodafone Hutchison Australia**.

OTHER PROJECTS

Graphics Designer

Holiday Plans (Travel Planner)

- Created web contents, flyers, mailers.

Graphics Designer

Encashmore (Cashback Processing)

- Designed illustrations, banners, posters in the website.

UI/UX Designer

Retinso (Food and Grocery ordering)

- Conceptualised and designed the user experience for 'FaveSuite', food and grocery ordering App.

EDUCATION

SASTRA University

Bachelor's . 2011 - 2015

- B. Tech in Computer Science Engineering

Portfolio

www.vijayjana.com

Intro

Creative Product Designer with a focus on solving complex problems through user-centered design principles. Skilled in crafting impactful solutions that enhance user experiences and drive product success.

Hard Skills

- User Research
- Prototyping
- Wireframing
- Information Architecture
- Interaction Design
- Responsive Design
- Design System
- Visual Design

Tools

- Figma
- Adobe creative Suite
- Sketch
- Miro

Contacts

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