SUPREETH VIJAY

UX DESIGNER | PRODUCT DESIGNER | FREELANCER

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👤 Professional Summary

I'm a UX & Product Designer with 2+ years of experience in e-commerce, enterprise dashboards, and mobile apps. I excel at simplifying complex problems into user-friendly designs. My 6+ years in technology roles at Infosys, ANZ, and Wipro enable me to collaborate effectively with developers and align design with business needs.

💼 Professional Experience

UX Designer | Retisio Pvt Ltd (Sep 2022 – May 2024)

Allen Brothers (E-commerce Project)   🔗 supreethvijay.in/allen-brothers

- Enhanced search flow and navigation for a smoother product discovery experience.
- Collaborated with PMs and clients to identify and resolve usability issues.
- Developed interactive prototypes for quick visualisation and feedback from stakeholders.

Electronic Express (Retail Project)

- Redesigned key product and category pages for a smoother shopping experience.
- Simplified layouts and information hierarchy to minimize user friction.
- Conducted design demos for stakeholders and delivered clear assets to developers.

Search Intelligence & Recommendation Engine (Internal Project)

- Designed a search interface to deliver faster, more relevant results.
- Built a recommendation engine UI to personalise suggestions for users.
- Collaborated with the PM through design discussions, improving decision-making and streamlining outcomes.

UX Designer | AI Enterprise (Feb 2022 – Sep 2022)

Analytical Dashboard (Internal Project)

- Created KPI dashboards for clearer data monitoring.
- Maintained consistency using a design system across modules.
- Improved usability through design iterations based on stakeholder feedback.
- Collaborated with developers for smooth design implementation.

💼 Earlier Technology Experience (2012 -2020)

Infosys – Technology Analyst (2016–2020)
- Began as a System Engineer for Mercedes-Benz, enhancing applications, managing support activities, and driving quick ticket resolution through root-cause analysis.

ANZ – Senior Technical Analyst
- Application support was provided for the Transactive Transman team, ensuring system stability through incident resolution and production issue management.

Wipro – Project Engineer
- Began career in internal application development and later supported Cisco teams, improving systems and collaborating globally for efficient delivery.

💡 Selected Projects (Portfolio: supreethvijay.in)

CalmBridge – Mental Health Dashboard   🔗 [CalmBridge](#)

Designed a dual-role platform for individuals and therapists to track stress, identify triggers, and manage mental health with privacy and empathy.

Senior Citizen App   https://www.supreethvijay.in/sca

Mobile application that empowers seniors by simplifying tasks, encouraging activity, and offering pandemic support.

Work-from-Home Setup   🔗 [supreethvijay.in/dtp](#)

Applied design thinking to create a workspace setup that improves focus, reduces distractions, and supports productivity.

🛠 Key Skills & Tools

UX Methods: User Research, Wireframing, Prototyping, Usability Testing, A/B Testing

UI & Visual: Interaction Design, Accessibility, Design Systems, High-fidelity UI

Tools: Figma, Adobe XD, Lunacy, FigJam, Canva

Collaboration: Agile Methodology, Stakeholder Communication, Design-Dev Handoff

🏆 Awards & Recognition

- Recognized twice as an Outstanding Student – in 10th Standard at AVES and during MCA at PES School of Engineering.
- CTO Appreciation at Retisio for designing a user-friendly internal analytics product.

🎓 Education

- UX Design Bootcamp – DesignBoat School (2020)
- MCA (Post Graduation) – PES School of Engineering, VTU (2012)