VRUSHIN GOSWAMI

Work Experience

Healthcare | Telecom | Billing | SaaS

Education:

M.Des - Communication Design
DAIICT (H+)

B.Des - Industrial Design
Symbiosis Institute of Design (H+)

📍 Berlin, Germany

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2018 - 2023 — Senior UX Designer
YUJ Designs Pvt. Ltd.

- Spearheaded design initiatives for **B2B SaaS products, B2C web experience.**
- Collaborated with **cross-functional teams,** overseeing **end-to-end design solutions.**
- **Optimized UX practices** with roadmaps, research and data-driven practices.
- Conducted **qualitative research, A/B tests** and collaborated with external teams and researchers for **quantitative research.**
- Adept **storyteller and communicator**, fluent in English effectively conveying user problems, business opportunities, and design insights to stakeholders.

Skills acquired:
- **Leadership skills**
- **Stakeholder management**
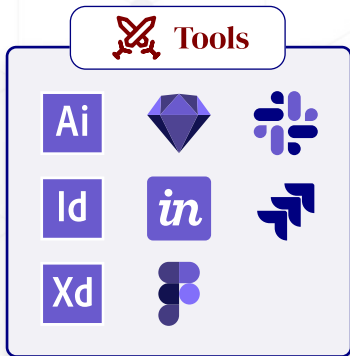- **User testing, Usability analysis**
- **Independent ownership**

2017 — Product Designer
IIT - Guwahati

- Headed development of tailored **products and ecosystem solutions** for washer community in Guwahati.
- Created a positive and sustainable impact for the community through a strategic combination of **physical product design, targeted campaigns and innovative economic system initiatives.**

Skills honed:
- **Product development**
- **Strategic planning**
- **Product design**
- **Community design**

Tools

2016 — **UX Designer**
Aubergine Solutions

- Demonstrated expertise in **research, interaction design, and B2B UX design** through hands-on project experience.
- Collaborated across various teams to deliver **cohesive design solutions.**
- Effective communication skills, **fostering alignment with team members and stakeholders.**
- **Actively participated in professional development** opportunities like 'Learning Saturdays'.
- Adaptability in navigating **dynamic startup environments**, solving challenges, and **driving project deliveries.**

Skills acquired:
- **Design Sprints**
- **Information Architecture**
- **Mobile Design**
- **Product Strategy**
- **User Experience (UX)**
- **User Research**

2014 - 2015 — **Design Researcher**
IIT - Guwahati

- Designed 3 **accessibility interventions for motor-impaired users, children with autism** and **Geriatric users** *(View Project)* in collaboration with Samsung.
- Developed **interaction design** for flexible interfaces with NOKIA, defining **10+ gestures** and creating **9 use cases**. *(View Project)*
- Designed 15+ illustrations for **3+ IP filing**.

Skills acquired:
- **Accessibility design**
- **Interaction design**
- **Gesture design**
- **Intellectual property management**
- **Prior art (Illustration design)**