Janhvi Kriplani

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UX/UI Designer with 3+ years of experience creating user-centered designs for FinTech, SaaS, and VR products. Expert in visual storytelling, scalable design systems, and cross-functional collaboration to enhance and drive innovation

Work Experience

Senior UX Designer — Oct 2024 – Present
TATA Elxsi — *San Jose, CA*

- Designed moderator SOPs, study protocols, and user flows for an advanced VR product by a leading tech giant, ensuring seamless execution and high-quality data collection across 50+ test sessions
- Orchestrated controlled environment setup, device calibration, and pilot testing to refine research processes, enhancing the reliability and scalability of the study, while reducing setup time by 20%

UX/UI Designer — May 2023 – May 2024
San Jose State University, King Library — *San Jose, CA*

- Led an agile team in designing a **component-based design system** for the library's B2C website, achieving **compliance with WCAG 2.1 standards**, increasing accessibility and boosting engagement by 40%
- Mapped complex **user flows** and interactions, enhancing wayfinding and **accessibility** with an interactive navigation system, improving usability by 35%
- Facilitated **15+** user testing sessions for **AI Chatbot**, driving data-informed design improvements, elevating user satisfaction by 45%

UX/UI Designer — May 2023 – May 2024
Spatial Analytics & Visualization Institute — *San Jose, CA*

- Developed cohesive visual UI (B2C) for a university symposium, leading to 25% increase in visitor registrations and improving user experience for both digital and physical materials
- Optimized the registration flow in collaboration with team leads, cutting drop-off rates by 15% through targeted UI adjustments

UX/UI Designer — Nov 2020 – Jun 2022
TATA Consultancy Services — *Mumbai, India*

- Collaborated with developers to deploy a **scalable design system**, improving usability for a **FinTech B2B SaaS** data extraction platform used by **100,000+** employees, resulting in 20% adoption rate increase
- Built and maintained a comprehensive design system, including **icon and UI components**, ensuring seamless developer handoff, reducing design-to-development errors by 30% and expediting project timelines
- Conducted rapid **user research sprint** for B2C mental health mobile app, refining design strategy, extracting 40% more actionable insights from user feedback

Digital Media Executive — Aug 2020 – Jul 2021
International Food Company — *Vadodara, India*

- Integrated creative design, branding, **SEO strategies**, to increase sales by 50% and drive 20% surge in web traffic within 6 months

UX/UI Designer — May 2019 – Jul 2019
Yellow Slice — *Mumbai, India*

- Performed user research for BuzzHawker, leveraging **surveys, card sorting**, and **competitive analysis**, driving 25% increase in target audience reach
- Refined customer journey through user-centric **A/B testing**, reducing churn rate by 15% and increasing user retention by 22%
- Delivered wireframes for an **e-commerce** platform, raising conversion rates by 28% post-implementation

Education

San Jose State University — Aug 2022 – May 2024
Master of Science in Human Factors and Ergonomics — *San Jose, CA*

Maharaja Sayajirao University of Baroda — Apr 2016 – May 2020
Bachelor of Visual Arts in Design and Visual Communication — *Vadodara, India*

Skills

Design: UI/UX Design, UX Writing, Prototyping, Wireframing, Information Architecture, User Flows, Branding, Visual Design, Style Guides, Component Libraries, Accessibility Testing, Usability Testing, Heuristic Evaluation, Design Systems, HTML, CSS, AI tools (Adobe Firefly, Dalle-E), Responsive design, AR/VR
Tools: Figma, Axure, Adobe XD, Adobe Illustrator, Adobe Photoshop, MiniTab, Marketo, Keynote, GSuite, Google Analytics, AdobeCC