Vishal Katral

USER EXPERIENCE DESIGNER

Portfolio: Behance / Figma

Gurugram, Haryana (INDIA)

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WORK EXPERIENCE

Omnicom Media Group, Gurgaon — UI/UX Manager

OCT 2023 – July 2024

Designed an adaptive system framework and managed digital content production for social media and digital ads, introducing Bannerify and Emailify plugins and leading Figma training for 60 employees. Improved project delivery timelines by 25% and achieved greater design cohesion across platforms, resulting in higher client satisfaction and improved team productivity.

Techgenies Pvt. Ltd., Gurgaon — UI/UX designer

JUNE 2021 – OCT 2023

Led the design of a mentor-mentee platform, conducting UX research to identify user pain points and streamline the user journey, and overseeing UI implementation. Boosted user engagement by 30% and increased platform satisfaction scores, creating a scalable design that supported both user retention and future feature development.

Vizexec Transformation Pvt. Ltd., Gurgaon — UI/UX designer

JAN 2017 - JUNE 2021

Designed a hybrid mobile app for an election campaign and branded a health app, enhancing UI for CRM and FMS modules to support streamlined user interaction and improved operational efficiency. Increased user engagement for both projects by 40%, strengthening brand presence and usability, while achieving significant internal workflow improvements.

Dynamic Vertical Software Pvt. Ltd., Gurgaon — Sr. Web Designer

JUNE 2013 - NOV 2016

Customized e-commerce solutions and designed HTML5 emailers and an iPad app to enhance inventory management. Improved user engagement and conversion rates by 20% and reduced inventory discrepancies by 30%, supporting more efficient inventory management.

Aequor Information Technologies Pvt. Ltd., Gurgaon — *Web Designer*

JUNE 2010 - MAY 2013

Designed and implemented innovative web and mobile solutions using HTML5 and CSS3, creating intuitive interfaces through wireframes, prototypes, and microsites. Increased online engagement metrics by 20%, delivering responsive and user-friendly interfaces that enhanced brand presence and user satisfaction.

SKILLS

Information architecture, Interaction design, User research, Usability testing, Wireframes, Task flows, Competitive Analysis, Heuristic Analysis, Visual design, Prototyping, Motion Design, Canva Video Creation.

TOOLS

Figma, Adobe Creative Suite, Adobe XD, Miro, Sketch, Jira & Asana.

CERTIFICATIONS

APR 2023
Foundations of user experience (ux) design from Google.

SEP 2022
Figma certified

SEP 2022
User experience design fundamentals from Udemy.

JUNE 2021
User experience: the beginner's guide from IxDF.

EDUCATION
2003 - BCA from CCSU.