



Vibhash Vaibhav

UX/Product Designer With 4 Years Of Experience

Portfolio: <https://vibhashvaibhav.com>

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Summary

Product Designer with 4 years of experience leading end-to-end UX design and project management across SaaS dashboards, Android TV apps, and enterprise tools. Operates in a genuine dual Designer + Assistant Project Manager capacity, owning research, interaction design, stakeholder management, and delivery. Most recently led design and project management for Xtravu Play, a full-scale digital signage CMS now deployed across two large franchise networks. Skilled in user research, interaction design, design systems, and AI-assisted design workflows.

Skills

UX & Research User Research, Usability Testing, Heuristic Evaluation, Information Architecture, Wireframing, Prototyping, Design Thinking

Interaction & Visual Design Interaction Design, Visual Design, Microinteractions, Motion Design, Responsive Design, Data Visualization, UX Writing

Product & Strategy Product Design, Stakeholder Management, Project Management, Sprint Planning, Design Storytelling, Cross-Functional Collaboration

Tools Figma, Adobe Creative Suite, After Effects, Webflow, Framer, ProtoPie, Zeplin, Confluence, Amplitude, Slack, HTML/CSS/JavaScript, React and Node.js (can build and read functional prototypes beyond the basics)

AI-Assisted Design ChatGPT, Claude, Figma AI, Figma MCP, Google Stitch, Emergent (Actively use AI tooling across research synthesis, rapid prototyping, and code handoff)

Work Experience

DS Techworks Solutions, New Delhi

Product Designer & APM

08/2022-Present

- Lead Product Designer & Assistant Project Manager for Xtravu Play, a full-scale digital signage CMS deployed across two large franchise networks; owning design, sprint planning, engineering handoff, and senior stakeholder presentations.
- Identified a market gap in small-business digital signage and owned client growth as the core success metric for Xtravu Lite, co-leading a lean 3-person team to design an offline-first Android TV app that grew the client base from 13 to 54 (315%) within four months of launch.
- Owned user satisfaction and stakeholder approval velocity as key delivery metrics, designing end-to-end wireframes, user flows, and interactive prototypes in Figma that lifted satisfaction scores by 15% and cut the stakeholder approval cycle by 25%.
- Conducted usability testing and synthesized qualitative research to iteratively improve usability and accessibility across multiple product lines.

Project Experience

Xtravu Play - Full scale CMS (*currently Ongoing*)

My role: Product Designer and Assistant Project Manager

Following Xtravu Lite's success, led design and project management for a full-scale CMS, a web based CMS paired with a client-side Android app for remote signage control. Currently deployed across two large franchise networks. [Link to live project: xtravu.in](https://xtravu.in)

Xtravu Design System

My role: Product Designer

Designed the design system powering Xtravu Play and all future Xtravu products, foundational principles for how new elements are created, color palettes, typography, a full icon set, navigation patterns, and rules governing how interactions handle edge cases. Built as a Figma component library paired with dev-facing handoff documentation (tokens, specs) spanning web and Android, created purely to enable faster design-to-dev handoff and consistency across products.

Xtravu Lite – Android TV App

My role: Product Designer and Assistant Project Manager

Identified a gap in how small businesses use digital signage and co-led a lean 3-person team to build an affordable, offline-first Android TV app. Designed for non-technical users, the app grew our small business client base from 13 to 54 within four months of launch.

[Link to case study : vibhashvaibhav.com/case-studies/xtravu-lite/](https://vibhashvaibhav.com/case-studies/xtravu-lite/)

Codify POSM Tracker

My role: UI Designer

Designed a retail asset tracking dashboard for a client struggling with POSM wastage and poor inventory visibility. The solution significantly reduced inventory waste and improved asset tracking accuracy, directly cutting client costs.

[Link to case study : vibhashvaibhav.com/case-studies/codify-dashboard/](https://vibhashvaibhav.com/case-studies/codify-dashboard/)

Project Utthaan Helpline Dashboard

My role: UI/UX Designer

Designed a welfare data dashboard for sanitation workers, enabling the digitization of 41,314 worker records across 29 states and 13 partner organizations within the first few months of launch.

[Link to case study : vibhashvaibhav.com/case-studies/project-uthaan/](https://vibhashvaibhav.com/case-studies/project-uthaan/)

Education

Bachelors of Technology

Guru Gobind Singh Indraprastha University, New Delhi
Majoried in Electronics & Communication Engineering,

Aug 2018 - Jul 2022
CGPA 8.6

Certifications

Human Computer Interaction

Interaction Design Foundation

Sep 2026

Credential ID: [d0145e49-58c1-45d6-a8a7-1a7a555f38f9](#)

Perception & Memory in HCI

Interaction Design Foundation

Sep 2026

Credential ID: [b2eeab23-930d-4e3e-8cd5-675efba2c107](#)

AI For Designers

Interaction Design Foundation

Sep 2026

Credential ID: [924a47ae-30a6-47cc-8b2e-2f3ffc73fa53](#)

Google UX Design Specialization

Google via Coursera

Mar 2025

Credential ID: [QWN2ZB8CZUUN](#)

Language & Interests

English - Fluent (EFSET Certification C2 Proficient)

Hindi- Native

Interests: VibeCoding, TouchDesigner Interactive Apps, RPG Video Games, Fantasy Fiction, Linguistics