Vaibhav Dokania

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EXPERIENCE

Emeritus, Senior Product Designer

Jan 2023 - PRESENT

Leading product design for the consumer-facing Learning Platform, increasing completion rates by 28% and reducing drop-offs by 15% through strategic design initiatives, significantly enhancing engagement and retention. Collaborating with cross functional teams to deliver high impact solutions.

HackerRank, Consultant

Nov 2022 - Dec 2023

Pivoted Hacker Engage, simplifying the creation process and reducing drop offs, which improved completion rates by 36% and also attracted major new clients like ServiceNowand, Adobe and NVIDIA within the first month.

Wakao.app, Product Design Lead

Dec 2021 - Dec 2022

Led Product Design, User Research, and Brand Design, establishing end-to-end design processes and strategic product roadmaps. Improved Day-7 retention from 7% to 55%, driving significant user engagement growth.

JioSaavn, Senior Product Designer

Jan 2019 - Dec 2021

Led the design for the JioSaavn Artist facing app (ArtistOne). Redesigned the Jiosaavn.com mobile and web experience. Expanded product reach with new products for Android TV(JioSaavn TV) and Car(MG) Infotainment apps.

Zycus, UX Designer

Dec 2016 - Jan 2019

Designed Saas products on Procurement, Contracting, sourcing process through intuitive UX. Built Collaborative partnership across teams to secure clients such as, Linked in, Porsche.

Feedo.one, Co-Founder

Nov 2021 - Oct 2022

Built and led a small global product and design team. Set up processes and developed product strategies. Collectively this team designed the engaging experiences that contributed to obtain seed funding.

SKILLS

UI/UX Design,
Concept Development,
Prototypes,
Interaction Design & all of the product building aspects

EDUCATION

BTech-Kiit University
ETC - 2013-2017