

Midhun Vijayan

Senior Product Designer | 10+ Years of Experience

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Linkedin: <https://www.linkedin.com/in/midhundesign> | **Available Immediately** (Notice period served)

Portfolio Website: <https://middesign.github.io/portfolio/home>

Dribbble: <https://dribbble.com/midhunvijayan>

"I don't just design screens, I design outcomes." With 10+ years across B2B, B2C, and e-commerce, I build design systems from scratch, turn complex data into intuitive dashboards, and use AI to sharpen decisions and accelerate delivery. 50+ products delivered.

Professional Experience

Nielsen | Senior UX Designer | Bengaluru (Jul 2024 - May 2026)

- Redesigned legacy products with a unified design system, cutting timelines significantly and improving cross-team consistency.
- Improved user retention 35% by transitioning panelists from a complex hardware meter experience to a streamlined digital application.
- Streamlined design workflows by integrating AI tools while mentoring junior designers to elevate team output and user experiences.

Key Projects: Unity Design System, Nielsen Pulse, Nielsen Operations & Administration Portals

Waycool | Senior UI/UX Designer | Bengaluru (Oct 2022 - Jul 2024)

- Built a SaaS design system in 2 months that slashed design inconsistencies by 60% and optimized usability across 10 products, boosting retention and revenue.
- Designed and launched MandiOne to digitize traditional B2B agricultural trade, establishing an ecosystem of 300+ verified users across 30 districts. Facilitated 150+ secure trades, resulting in over 2,000 tonnes of commodities traded seamlessly.

Key Projects: MandiOne, Censa Design System

Lollypop Design Studio | UI/UX Designer | Chennai (May 2019 - Oct 2022)

- Successfully delivered 40+ user-centric dashboards, web platforms, and mobile applications from concept to launch. Translated complex business requirements into high-performing digital products that optimized user workflows.
- Enhanced interfaces with custom illustrations, icons, and animations, boosting visual engagement. Contributed to startup branding projects, crafting brand identities that connected with target audiences.

Key Projects: Cisco LaunchPad, Tata Aashiyana, Grepsr, TATA DigEca, DriverIn, Navikenz, Kotak, Bajaj HRX, Vunet

Zadpro Media Solutions Pvt.Ltd | Digital Designer | Chennai (Dec 2015 - May 2019)

- Engaged in crafting captivating landing pages to boost user engagement and conversions
- Contributing expertise to digital marketing efforts through the creation of visually engaging assets and promotional materials
- Strategically integrating animations and micro-interactions to enhance user experiences, while also mentoring junior designers to foster their professional growth

Next Education India Pvt.Ltd | Graphic Designer | Hyderabad (Oct 2014 - Nov 2015)

- Creating engaging 2D animation stories, rhymes and motion graphics to enhance the educational content and captivate learners' attention
- Focusing on making the e-learning experience visually appealing and user-friendly by balancing creativity with functionality

Core Expertise

Product Design, UI/UX Design, Design Systems, User Research, Usability Testing, Prototyping, Branding, Motion Graphic Design, Product Video Creation

Soft skills: Communication, Problem-Solving, Stakeholder Management, Design Thinking, Creativity, Teamwork, Mentoring, Cross functional Collaboration

Tools & Technologies

Design: Figma, Sketch, Adobe XD, Illustrator, Photoshop, After Effects, Premiere pro, Blender, Framer

AI & Automation: Figma Make, Claude, Gemini, ChatGPT, Adobe Firefly, Elevenlabs, Google Stitch

Education

B.Sc Multimedia, Annamalai University (June 2011 - June 2014)

Image Creative Education, Kottayam, Kerala, India