

VIJAYKUMAR BAROT

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Portfolio: vbdesign.framer.website

PROFESSIONAL SUMMARY

Behavior-driven UX/Product Designer with Master's in Clinical Psychology and 8+ years of combined design and research experience. Specialized in user-centered product design, AI-augmented workflows, and building accessible, intuitive interfaces. Currently seeking UX Designer or Product Designer roles where psychology-informed design drives user engagement and business impact.

PROFESSIONAL EXPERIENCE

UX Design Fellow

TripleTen (USA) | Jun 2025 – Feb 2026

- Led end-to-end UX design for 4 product case studies: AI-powered fitness app (43% reduction in onboarding steps, 85% SUS score), emotion tracking app, and neighborhood marketplace.
- Conducted 12+ moderated user interviews with usability testing; synthesized findings using AI tools (UX Pilot, Figma AI) to reduce onboarding friction by 28% and improve task completion by 35%.
- Applied conversational interface design to simplify complex user flows, cutting interaction steps by 40% and achieving 92% task success rate.
- Built scalable Figma design systems with Auto Layout, design tokens, and component libraries; enforced WCAG 2.1 & Section 508 accessibility standards.

UX Designer / Web Designer

NexGen Group (India) | Jul 2021 – Jun 2025

- Led website redesign using information architecture and responsive design; increased candidate sign-ups by 25% and reduced bounce rate by 32%.
- Designed internal recruitment dashboard improving recruiter efficiency by 40%; conducted user research synthesis from 50+ interviews.
- Optimized application flow reducing onboarding drop-offs by 27% through improved IA, user flows, and iterative usability testing.
- Delivered WCAG-accessible designs in cross-functional collaboration with engineering; boosted mobile engagement by 35%.

Web Designer & UI/UX Developer

Fitformance (India) | May 2019 – Jun 2021

- Designed comprehensive site IA and user flows reducing click depth by 3 levels; increased page discovery by 38%.
- Built design system with custom typography, color tokens, and reusable components reducing production time by 45%.
- Hand-coded responsive HTML/CSS across 10+ pages; achieved 60% reduction in mobile inconsistencies.
- Identified 12 friction points through heuristic analysis; increased average session duration by 40%.

Wellness Specialist

Fitformance (India) | May 2017 – Apr 2019

- Conducted 100+ structured client interviews applying behavioral psychology principles directly to UX research and user empathy.
- Designed 150+ personalized programs achieving 35% improvement in health outcomes and 45% increase in program adherence.
- Maintained 90% client retention through active listening and human-centric design thinking—foundational for trust-centered UX.

SKILLS & TOOLS

UX & Design: Interaction Design, Wireframing, Prototyping, User Flows, Information Architecture, Responsive Design, Visual Hierarchy, WCAG 2.1 Accessibility

Research & Strategy: User Interviews, Usability Testing, Card Sorting, Persona Development, Journey Mapping, Behavioral Analytics, Design Thinking

Tools: Figma (Auto Layout, Dev Mode, Variables), Adobe XD, Photoshop, Miro, Hotjar, Maze, Framer

AI & Emerging Tech: Figma AI, UX Pilot, Wizard AI, Galileo AI, Prompt Engineering for UI/UX, AI-Assisted Research Synthesis

Technical: HTML, CSS, JavaScript (basic), Design Tokens, Component Architecture

Other: Agile/Scrum, Design Systems, Storybook, Stakeholder Management, Cross-Functional Collaboration

EDUCATION & CERTIFICATIONS

Master of Arts, Clinical Psychology | Gujarat University (Ahmedabad, India), 2009–2011

UX/UI Design Certificate | TripleTen (USA), 2025–2026

Product Design Certificate | UXCEL (USA), 2025–2026