VEDANT ATRAM | UI/UX Designer

Location: Chicago, IL **| Phone:** +1 (773) 302-4048 **| Email:** vedant.atram01@gmail.com | LinkedIn | Portfolio

SUMMARY

Product Designer and UX Researcher with 5+ years of experience designing B2B and B2C digital products across SaaS, marketplace, health, and enterprise platforms. Expert in end-to-end product design, design systems, usability research, and accessibility. Proven track record of improving onboarding efficiency by up to 80%, raising task success rates to 92%, and scaling design systems used across multiple products and teams.

TECHNICAL SKILLS

Design & Research: Product Design, UX/UI Design, Interaction Design, Information Architecture, Wireframing, Prototyping, Design Systems, Usability Testing, User Interviews, Contextual Inquiry, Heuristic Evaluation, Accessibility (WCAG 2.1), A/B Testing, Competitive Analysis, Design Thinking

Tools: Figma, Adobe XD, Axure RP, Qualtrics, Microsoft Clarity, Miro, Jira

Domains & Methods: SaaS, FinTech, Educational Technology, Enterprise Platforms, Agile/Scrum, Cross-functional Collaboration, Mixed-Methods Research

PROFESSIONAL EXPERIENCE

Product Designer | Intuit | USA **January 2026 – Present**

- Designed and shipped core experiences across Intuit's product ecosystem (TurboTax, QuickBooks), improving task completion rates by 18% and reducing average time-on-task for key financial workflows used by millions of users.
- Contributed 25+ reusable components and accessibility patterns to the Intuit Design System, increasing design-to-development consistency by 40% and accelerating feature delivery across 4 product teams.
- Led mixed-methods research (moderated usability tests, analytics deep-dives, and competitive analysis) that identified critical onboarding friction, resulting in a 22% lift in first-session success rate after redesign.
- Partnered with product managers and engineers to translate research insights into production features, contributing to a measurable 15% improvement in Net Promoter Score (NPS) for targeted user journeys.
- Drove accessibility adoption (WCAG 2.1 AA) across multiple product surfaces, reducing critical accessibility issues by 65% and expanding usable experiences for users relying on assistive technologies.
- Facilitated weekly design critiques and cross-functional workshops that aligned 12+ stakeholders, cutting decision cycle time by 30% and improving prioritization of high-impact features.

UI/UX Designer | Hexaware Technologies | INDIA **January 2020 – May 2024**

- Owned end-to-end product design for 6+ client-facing web and mobile applications in health, education, and marketplace domains, delivering production-ready experiences used by 100K+ end users.
- Reduced onboarding setup time by ~80% on a flagship platform by diagnosing funnel drop-offs through Microsoft Clarity session recordings and analytics, then validating solutions via rapid prototyping and A/B testing.
- Built and scaled an 80+ component design system in Figma adopted by 3 product teams, cutting design handoff time by 35% and improving visual +interaction consistency scores by 45% in post-launch audits.
- Conducted 40+ user interviews, heuristic evaluations, and moderated usability tests across 20+ screens, surfacing high-severity issues that, once addressed, improved average System Usability Scale (SUS) scores by 18 points.
- Collaborated with product managers, engineers, and business stakeholders in Agile sprints to ship designs that balanced user needs and technical constraints, contributing to a 25% reduction in post-release usability defects.
- Mentored 4 junior designers on research methods, interaction design, and design system practices, elevating team output quality and enabling 2 mentees to independently lead client workstreams within 6 months.

EDUCATION & CERTIFICATIONS

MS, Human-Computer Interaction | DePaul University | USA — August 2026

DesignBoat UI/UX School | Bootcamp Training| INDIA — November 2021

Bachelor of Animation and Visual Graphics | Amity University | India — May 2020

Certified Scrum Master (CSM)

Google UX Design Professional Certificate

PROJECTS

Accessibility Research: How Blind & Low-Vision Users Navigate Online Forms | UX Researcher

Conducted contextual inquiry and moderated usability testing with blind and low-vision participants. Redesigned form interaction patterns and increased task success rate from 58% to 92%

Usability Research and Evaluation — CeraVe.com | UX Designer

Led heuristic evaluation and moderated usability testing with 30+ participants. Improved the System Usability Scale (SUS) score by 25 points (+31%) through targeted information architecture and interaction design changes.