

Contact

+91 9491360307

viveksridhar.designer@gmail.com

Core Skills

- Product & UX Design
 - End-to-End Product Design (Discovery → Delivery)
 - Complex Workflow & Enterprise UX
 - Multi-Persona Systems (Members, Providers, Ops, Analysts)
 - Usability Testing
 - Human-Centered Design
 - Design Systems & Component Libraries
 - Information Architecture
 - Interaction Design
- Domain Expertise
 - Health Insurance & Health Tech Platforms
 - Claims, Member Portals, Provider Portals
 - Benefits Search & Eligibility Systems
 - NLP-based Healthcare Solutions
 - Regulated & Compliance-Driven Products
- Visual & Communication Design
 - Visual Storytelling & Presentation Design
 - Typography & Color Theory
 - Layout & Composition
 - Branding & Corporate Identity
 - Marketing & Event Design
- Leadership & Collaboration
 - Stakeholder Management
 - Cross-Functional Collaboration
 - Design Strategy & Decision Making
 - Workshops & Design Evangelism
 - Community Building & Mentorship

Tools

ChatGPT | Claude | Gemini | Perplexity
Figma Suite | Axure RP | Framer | Office 365
Adobe Photoshop & Illustrator | Miro | Mural

Education

Anna University	2009 – 2013
B.E Computer Science	
Amrita University	2024 – 2026
MBA General Management	
Periyar University	2016 – 2019
BA Journalism	

Work Experience

enGen Global Senior Consultant - Digital Experience

APRIL 2021 - PRESENT

- Led end-to-end UX and product design for 20+ enterprise Health Insurance applications, including Claims, Member Portals, Provider Resource Centers, Benefits Search, and NLP-driven healthcare tools
- Designed high-accuracy, compliance-focused workflows for regulated healthcare environments, balancing usability with legal and operational constraints
- Partnered closely with Product Managers, Engineering, QA, and Business stakeholders to define product requirements and translate them into scalable design solutions
- Created and maintained reusable design components and patterns, improving design consistency and reducing delivery time across multiple teams
- Delivered data-heavy interfaces optimized for speed, clarity, and error reduction for internal operations and external users
- Designed in-house branding, event creatives, and executive presentations for company-wide initiatives
- Influenced design decisions across projects impacting millions of end users in the health insurance ecosystem

V2Soft UX/UI Designer

JAN 2019 - APR 2021

- Designed web and mobile interfaces combining product usability with strong brand storytelling
- Created marketing collateral, pitch decks, and client-facing presentations supporting Business Development and client acquisition
- Delivered hybrid product + marketing designs, enabling faster go-to-market for digital initiatives
- Collaborated with cross-functional teams to align business goals with user needs

First Principles UX Designer

MAR 2017 – NOV 2017

- Created wireframes, prototypes, and visual designs focused on clarity, usability, and user engagement
- Contributed to early-stage product design decisions by translating requirements into intuitive user flows

Market Simplified Consultant - UX Designer

MAY 2015 – APR 2016

- Conducted user research and designed POS and operational interfaces for small-scale industry clients
- Focused on usability improvements for real-world, high-frequency transactional systems

Community Leadership

Creativee Community Designer & Growth Lead

MAY 2024 - FEBRUARY 2026

- Led branding strategy, visual identity, and creative direction, positioning Creativee as a recognized creative community
- Designed event posters, campaigns, and digital assets that increased visibility and participation
- Built a design-led growth model, aligning storytelling with measurable engagement outcomes
- Conducted workshops and collaborated with creatives across design, art, and technology domains