Soundar Krishnaswamy

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Product Designer with 3+ years of experience in AI learning products, design systems and conversion-focused flows for India's ed-tech scale.

Experience

Product Designer
Oct 2023 - Present

Vedantu — *Bangalore*

- **Ved AI:** designed Vedantu's AI study mentor (Ved 3.0 and 2.0) on app and web: homework flow, memories, profile and search, validated through a My Doubts A/B test.
- **Test experience:** rebuilt the test platform in NTA exam style and revamped test reports for web and mobile, including the NEET SWOT report and answer tab.
- **Paid user experience:** revamped the paid learning journey, upgrade widgets, upsell and cross-sell, payment options and the VEL US payment gateway.
- **OTO revamp (in progress):** redesigning one-to-one tutoring for paid users: light theme, cancel and reschedule class, store front and course discovery.
- **My Profile:** redesigned and launched My Profile on web and app, adding MyWallet, MyPurchase, KYC and verified parent access.
- **Sign-up flow:** merged 17 entry points into one flow, lifting completion from **54% to 64%**.
- **Scholarship tests:** designed IVSAT, MVSAT and the Scholarship Test end to end, used by **10k students** to drive offline centre enrolments.
- **Brand and internal tools:** SEO thumbnails, banners and Play Store assets, plus CDMS, V-Tool, Proctor Wave and admin dashboards.

Education

Buff Creative college
Sep 2022 - July 2023

Diploma of Education - Graphic Design / UI UX Design — *Coimbatore*

Kongunadu Arts and Science College
Jun 2019 - May 2022

Bachelor's degree - Computer Science | CGPA : 7.48 — *Coimbatore*

Skills

Design : User Experience (UX) Design, User Interface (UI) Design, Interaction Design (IxD), Visual Design, User Research, Product Thinking, Information Architecture, Prototyping, Behavioural Psychology.

Tools : Figma, Illustrator, Photoshop, Framer, Lottie, Adobe XD, Unbounce, ChatGPT, Claude, Gemini, Antigravity, Google Workspace, Notion, Slack