

# VINAY CHILUKURI

## APPSMITH

*Director of Design | Feb 2022 - Present*

On a mission to build the most efficient platform for developers in building internal tools, I lead an international team of 9 designers to strategise and design the end-to-end experience of Appsmith.

## ATLASSIAN

*Sr. Design & Research, Atlassian Marketplace | Jun 2020 - Dec 2021*

Lead the design and research for the consumer experience of Atlassian marketplace - the app store for Atlassian products.

## FLIPKART

*Product Design Lead | November 2017 - May 2020*

- Led a team of 3 designers to envision, strategise and design for 2GUD - an ecommerce destination with unique selection and experience for the next 100mn users in India.
- Led the design for complex systems of Flipkart Retail and Vendor platforms: Redesigned Inventory management system which improved operational efficiency by 31%, NPS by 34 points.
- Created design libraries, researched and procured the right tools, set up workflows for effective design-dev. collaboration, weekly learning sessions and design crits.
- Actively involved in hiring and growing the design team.

## ISHA FOUNDATION

*UX Lead & Volunteer | Feb - Aug, 2017*

- Designed a mobile app for Isha that enabled significant increase in donations and yoga program registrations (+37%).
- Managed consolidation of 42 websites with an external design agency by coordinating with multiple stakeholders in the translation of business requirements into user experience deliverables.
- Simplified program registration forms and donation forms to improve conversion rates by 24%.

## KNOLSKAPE

*UX Design Team Lead | Feb 2014 - Jan 2017*

In addition to leading a team of 5 designers, I was actively involved in the design of learning environments (business simulations and mobile learning products)

- UX design and gamification strategy for a learning management system which boosted training completion rates by 23% and user engagement by 48%.
- Architected the UX, simplified user-flows and on-boarding for a business simulation; Added delight using game mechanics, leading to a near-perfect, 4.85/5, score from clients.
- Organised Usability days, bad design contests and design critique sessions in order to drive adoption of user-centred design practices in the organisation.
- Mentored the team in UX and UI design by setting up a training regime and inducted them into product design.

## HORDE SOFTWARE (NOW, ABLE.DO)

*UX Designer | Feb 2012 - Oct 2013*

- I designed and developed an online interface ([www.slashcv.com](http://www.slashcv.com)) to create and organise one's resumes.
- I did extensive UI development for Artjini, an eCommerce store for purchasing artworks online.

## NOVELL (NOW, MICROFOCUS)

*Software Engineer | July 2007 - June 2008*

## PORTFOLIO

[vinay.work](http://vinay.work)

## CONTACT

vinay.chilukuri@gmail.com  
+91 9972010321

## SKILLS

Design Leadership

Systems Thinking

Interaction Design

User research

Low-code app dev.

HTML, CSS & JS

## EDUCATION

### IIIT - HYDERABAD

M.S in HCI, Cognitive Science  
Jul, 2008 - Jun, 2011

### BITS, PILANI

B.E in Computer Science  
Jul, 2003 - Apr, 2007