


# Vivek Sah

## Product Designer | SaaS, Enterprise Systems & Consumer Products

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### Professional Summary

Product Designer with 6+ years of experience designing enterprise SaaS platforms, consumer applications, CRM systems, workflow-driven products, and interaction-rich digital experiences. Experienced in simplifying complex business logic into intuitive user experiences across AI-powered platforms, data-heavy systems, enterprise workflows, and engagement-driven consumer products.

### Work Experience

#### • UI/UX Designer | Hyperion Technologies Ltd. (KYC Hub)

Feb 2022 – May 2026

- Designed enterprise-grade compliance and workflow management platforms used for onboarding, verification, screening, and operational decision-making.
- Created dashboards, workflow tools, and data-driven interfaces for complex business processes.
- Contributed to CRM and operational workflow systems involving structured data management and integration processes.
- Designed user experiences for rule-based configuration and decision-support workflows.
- Collaborated with product managers, engineers, and business teams to improve usability and process efficiency.
- Built reusable design patterns and scalable UI components across products.
- Worked on AI-assisted workflows and automation-driven experiences.
- Led end-to-end design activities from discovery and wireframing to developer handoff.

#### • UX Design & Optimization Lead | Perform Digital

Mar 2020 – Jul 2021

- Led UX strategy and product design for a social interaction platform focused on engagement, retention, and community building.
- Designed gamification systems including points, levels, ratings, and engagement loops.
- Created user experiences for group communication features including chat and live calling.
- Designed location-based discovery experiences and interaction flows.
- Owned the end-to-end product design life cycle from research to implementation.
- Defined visual identity and digital experience standards across product touch points.

#### • UX Optimisation Design Architect | Perform Digital

Dec 2019 – Mar 2020

- Conducted user research and stakeholder interviews for social products.
- Designed user flows, wireframes, prototypes, and interface concepts.
- Collaborated across teams to align product strategy and user needs.

#### • 3D Character Animator | USP Studios

Sep 2017 – Nov 2018

- Developed storyboards and animation sequences for children's content.
- Created character animations, lip-sync performances, and motion cycles.
- Supported animation production through rigging and scene setup.

### Core Skills

Product Design, UX Strategy, Design Systems, Interaction Design, CRM Design, Enterprise UX, Dashboard Design, Gamification, Social Product Design, AI-assisted UX, Motion Design, Wireframing, Prototyping, User Research, Information Architecture.

### Tools



Figma



Adobe XD



Photoshop



After Effects



Illustrator



Autodesk Maya

### Education

Bachelor of Science in Animation and Visual Effects

Lovely Professional University

Batch year : 2013 | CGPA : 7.24