

# Karan Dhiman

- UX ARCHITECT

PRODUCT DESIGNER

## SKILLS

- User Experience (UX) Design
- User Interface (UI) Design
- Fintech, B2B & B2C Industries
- Conversational UX
- AI Experience Design
- Interaction Design
- Wireframe
- User Flow
- Prototyping
- Accessibility
- User Research & Usability Testing
- Design Thinking
- Micro-Interaction
- Multi-Device (Web, Mobile, Conversational)
- Documentation & Delivery
- HTML / CSS

## TOOLS

- Figma
- FigJam
- Sketch
- Zeplin
- Miro
- Rive
- Origami Studio
- Photoshop
- Illustrator
- After Effects
- Lottie
- Adobe Fiefly
- Usertesting.com
- Wordpress

## AWARDS & RECOGNITION

Best Project Award	2022
Best Project Award	2023
Best Team Award	2023

## EDUCATION

**GITAM University** - 2017 – 2019

BA - History, Economics & Psychology

**ImaginXP** - 2019 – 2020

UX Jumpstarter

## CERTIFICATION

- UX Management
- The Practical Guide to Usability
- Psychology of Interaction Design
- Web Design for Usability
- Human-Computer Interaction - HCI

## PROFILE

With 13 years' experience crafting conversational UX, AI, iOS, Android, and web/SaaS products for **fintech, BFSI, retail, manufacturing** and **real estate** through emotional design and UX strategy. Over the past five years, as the leader of SLK's UX team, I've delivered outcomes including up to **20% adoption** gains, **43% reductions in task time**, and **15% cuts in AI friction**. I transform complex ideas into intuitive, engaging products, helping businesses achieve their outcomes through user-centred flows, not just aesthetically pleasing screens.

UX Architect - Oct 2020 – Present

### SLK SOFTWARE

- Owned SLK's UX strategy across **fintech, BFSI, retail & manufacturing** streamlining workflows - cutting rework by 54%.
- Created SLK's Design Thinking framework, adopted across 25+ projects to standardise problem-solving rituals.
- Designed experiences across **IoT platforms, ecommerce sites, mobile apps & AI applications**, for seamless, cross-device UX.
- Led AI and conversational UX design for in-house apps, mapping dialogue flows and core features to **cut task time by 12% & lift adoption by 20%**.
- Designed for **FinTech, BFSI & IoT** analytics dashboards, leveraged AI prototyping to halve iteration time.
- Created UI **micro-interactions** to inject emotional cues and guide user actions, boosting engagement and clarity.
- Conducted 65+ user interviews & usability tests, shaping user flows & wireframes that cut post-launch issues by 30%.
- Conducted AI-driven accessibility audits, boosting WCAG compliance ratings pre-launch.
- Accelerated prototyping by 40 % using AI design tools validated multiple iterations in half the time.
- Mentored & scaled a 16-designer team, driving an 85% project-success rate across 20+ engagements.

UX & Product Designer | Jan 2019 – Oct 2020

### FREELANCE

- Redesigned SMB mobile user journeys and touchpoints, driving an 18% lift in conversions.
- Ran user interviews & heuristic audits for multiple clients, shaping feature roadmaps.

Graphic & VFX Designer | Jul 2017 – Jan 2019

### ROCKETFIRE FILMS

- Created VFX and animations for BigBasket, Licious, and Zivame ad campaigns.
- Designed websites & mobile apps, wireframes, prototypes & micro-interactions for consistent, usable cross-device experiences.

Motion & Game Designer | Jul 2012 – Jun 2017

### MAGIC LANTERN PRODUCTIONS

- Designed Gurusqueaks, a mobile kids' game for iOS & Android.
- Worked on motion design for corporate and CSR videos for clients such as Dell, Intel, AIS, Manipal, Bosch, and Infosys.

## EXPERIENCE

## CONTACT



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