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pw: AdobeDesign!

Vinish Janardhanan

I am a product designer with 10+ years of experience delivering end-to-end UX & UI designs for consumer software products.

I have been with Adobe for five years, designing creative tools for CC and DC ecosystems. I lead mobile growth for Acrobat, focusing on design strategy, global conversion, and cross-project innovation to push business growth with the lens of great user experience.

Adobe

Senior Experience Designer

Project Lead - DC Mobile Growth
Feb 2020 – Present

I lead the growth design initiative with Acrobat mobile app and now expanding my scope to Adobe Scan.

- I oversee all **engagement, activation, retention, and monetization experiences**. What's new experiments to excite users with new tools, Deeper experiences to help discover value in unused ones, and Onboarding and Contextual prompts to showcase the benefits of signing up/subscribing.
- I create experiences to engage users by **surfacing customer research and product usage data and insights to develop hypotheses and experiment ideas**. This year, I led the first design-driven experiment resulting in a +45% conversion lift and a +\$3.2M incremental new annual recurring revenue.
- I **partner with product and marketing leads, engineering teams, and cross-functional experts** to create user-centric product experiences that drive company growth.
- Led the **first significant redesign of color.adobe.com web** experience since Adobe acquired Kuler in 2014.
- A shortlist of notable features I executed includes - Behance and Stock integration for color inspiration, Pantone integrations for color referencing, and gradient color support.
- Headed the **design of Capturing Type for Adobe Capture**, which uses Adobe Sensei to analyze text and suggest a similar typeface.
- Worked across Adobe's flagship product teams (Ps, Ai, Id), the libraries team, and the Sensei team to model workflows around asset creation for desktop and web - highlighted at Adobe Max 2019.

Experience Designer

Design Lead - Adobe Color
Feb 2019 – Feb 2020

Experience Designer

Adobe Capture
May 2016 – Feb 2019

Freelance Design Consultant

Jul 2015 – Apr 2016

My work includes *brand identity* for IIT Bombay & Ohio State University Research center, *brand and website designs* for Research Discovery, an online research program for students, and *ecosystem design* for a smart home platform, Vibe.

Globant
**Senior UX + Brand
Experience Designer**
Oct 2014 – Jul 2015

- A core member of the Brand Experience team, I focused on weaving brand stories into the experience of a product. Clients included cloud solution provider ZeroStack, network data service GigSky, and the vodka brand Smirnoff.
- Worked on building brand strategy, name-coining, designing the identity, setting the visual language, and designing the product ecosystem and experience.

Senior UX Designer
Dec 2010 – Oct 2014

- Led UX initiatives for both established and next-generation products.
- My responsibilities included complete ownership of the project from decoding the client's requirements, establishing the core concept and product direction, project planning, coordination of design and engineering efforts, and timely delivery.
- Select list of clients included cloud IT solutions QuickHeal, productive tool Sapience, and connected solutions SnapAV.
- Worked on a range of both enterprise and customer-facing projects. Achieved a degree of domain exposure, notably - IoT, e-learning, and behavioral modifications through gamification.

Education

2008 – 2010

Masters of Design, Industrial Design

IDC School of Design, IIT Bombay

2004 – 2008

Bachelor of Engineering, Mechanical Engineering

University of Pune

Highlights at Adobe

Notable achievements

Patent issued 2021

P7554-US 'Grid layout determination from a document image.'

Design meet-up Bangalore, Speaker 2017

'How software change the way we design.'

Professional development

Reforge, Growth Series program 2020

Completed a six-week intensive program on growth

Volunteering

BUILD entrepreneurship program, Brand advisor 2021

Professional guidance to Grade 10 students from the Bay Area - taught design process to help them build their entrepreneurial skills.

Charlies Animal Rescue Centre 2021

Creating social awareness posts to promote animal adoption.

Research Discovery, Mentor 2019 & 2020

Mentoring high school students to present their research.

Open Books 2018

Designed a book cover for a young author based in Chicago.