Design Evangelism

Design is often a relatively new field for many organisations. Articulating the value of good design and the processes to achieve it is essential.As a designer, it is crucial to advocate for users while establishing best practices to effectively integrate and create impact throughout the product lifecycle.

How can I add value to your dream team?

Part 1 - *Product Audits*

Detailed evaluation the existing product eco-system on usefulness, usability, UX best practices & industry benchmarks

Part 2 - *Capability Building*

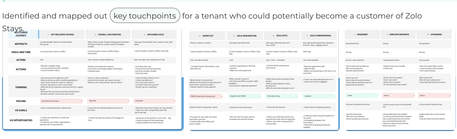
Understanding the org structure, stakeholders, work flows & vision to evaluate the design maturity of an organization. Setting up a strong foundation to design in terms of establishing the right design system, processes, rituals & artifacts.

Part 1 - *Product Audits*
Project Snapshot

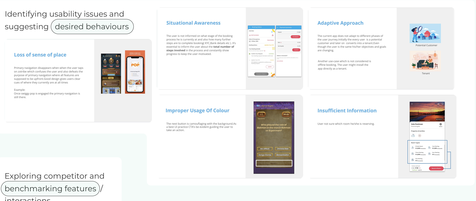
Laying the foundation for customer experience transformation at Zolo Stays

Zolo Stays is a co-living platform in India, providing fully managed rental accommodations with a focus on comfort and convenience for young professionals and students.

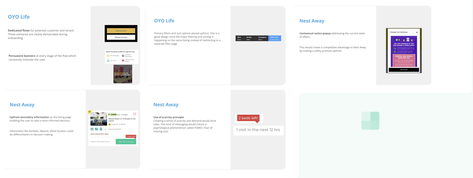
Identified and mapped out key touchpoints for a tenant who could potentially become a customer of Zolo Stays



Identifying usability issues and suggesting desired behaviours



Exploring competitor and benchmarking features/ interactions



Part 2 - *Capability Building*
Project Snapshot

Elevating design maturity at Mercedes-Benz

Mercedes-Benz OTR (One Touch Retail) is a digital retail platform designed to simplify the car-buying experience by enabling customers to browse, configure, and purchase vehicles seamlessly online.

Collaborated with the entire design team to establish effective workflows and mapped the lifecycle of a design token



Defined sensible defaults and new design process



Published UX sensible defaults and XD Manifesto



Testimonials

"I like the way how you absorb all the perspectives and come up with something the fulfils all the demands, Your work speaks for itself it needs no explanation."

- Thomas | Product Owner
Mercedes-Benz

"When I joined, the team was still in a forming phase. Design questions were raised and discussed in elaboration sessions, **which put Vivek under a lot of pressure to "deliver" designs ad hoc. He communicated that with the team and proposed changes to the process**, which put him in a more empowered position to work on design approaches that needed more thought as his time - which had to be split between various teams - would allow.
Vivek was very focussed and quickly grasped the context."

- Anja BA

"Vivek is an experienced designer with a strategic mind who knows what ingredients are needed to create a successful service or product. Vivek cares about users, their challenges and the tasks they want to accomplish. He is aware that a good product needs a solid product strategy/vision as a foundation to have the greatest impact on users and the business. He is familiar with methodical principles such as Design Thinking, Lean UX and knows how to make best use of these toolkits. In our internal team sessions Vivek showed that he has product thinking mindset and wants in best case scenarios start projects the right way. But at OTR this sometimes not possible. What does this mean? Well OTR became a huge account and some people/teams are only focussing on their domain specific needs (high delivery pressure) and losing the birds eye perspective on how OTR has to grow along strategic goals/product vision. Vivek's cares about these topics and has the aspiration to leave a footprint which is great!"

- Marco | Design Strategist, Lead (OTR)

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Let's Get in Touch

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