

# Vikas Verma | Senior Interaction Designer

## Profile

**Senior Interaction Designer** with a strong focus on people — the people who use the services I design, and the people I work alongside to build them. I specialise in creating accessible, inclusive digital experiences that make complex journeys feel simpler and more humane, particularly across high-impact public-facing services.

I'm motivated by understanding real human needs, listening carefully, and turning insight into thoughtful, well-crafted interactions that genuinely improve everyday experiences. I do my best work in collaborative, supportive teams that value empathy, care, and getting the fundamentals right for the people who rely on what we create.

## Experience

### Senior Interaction Designer B2C – Shelter UK

May 2022 - Present | London | Hybrid

- Lead and mentor UX designers, supporting career growth, capability building, and consistent quality through regular QA and alignment check-ins.
- Build accessibility and inclusive design into everyday practice, working to Shelter's accessibility guidelines, GOV.UK standards, and WCAG across the full product lifecycle.
- Drive the development and evolution of Shelter's Design System, defining clear principles, scalable patterns, and practical guidance for designers and developers.
- Design and test intuitive, human-centred digital experiences across our donation, and event platform, using qualitative and quantitative research to inform decisions, organic search increased by 128%.
- Work closely with product, developers, and senior stakeholders, facilitating workshops and co-creation sessions to align user needs with organisational goals.

### Funeral Print Service | Product Designer B2C | Info experience

Mar 2021 - May 2022 | London | Remote

- Led UX research end to end, including prototyping, user recruitment, workshops, usability testing, and clear stakeholder readouts.
- Worked closely with developers to turn user insight into clear user flows, delivering an empathetic solution that increased customer interaction by 96% (MVP).

### Bike Stamford Brook | Product Designer B2B & B2C | e-Commerce

Sept 2019 - Mar 2021 | London

- Created the brand and led UX research activities, including A/B testing in collaboration with another UX designer, to validate and select wireframes for user testing.
- Defined information architecture through card sorting and managed user testing across low- to high-fidelity prototypes, improving navigation clarity, user understanding, and ease of purchase.

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## Skills

### Research

User Journey

Competitive Research

User Interview

Information

Architecture

Heuristic Analysis

Usability Testing

A/B Testing

## Design

Colour Theory

Typography

Image Manipulation

Attention to detail

Visual Hierarchy

Wire framing

Design Systems

Prototyping

Icon Design (vector)

Retouching

Art Direction

## Soft

Empathy

Time Management

Team Management

Friendly

Presenting

Storytelling

Flexibility

Patience

Stakeholder

Management

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## Experience continued

### The Beauty and The Taste | UX Designer B2C | e-Commerce

Apr 2019 - May 2019 | London

- Conducted user research within a team of four to identify and address drop-off issues across the homepage and product pages.
- Improved purchase flows and content clarity, increasing the sales pipeline by 45% and reducing product page abandonment by 24%.

### Astoundesign | Creative Director | B2B & B2C | e-Commerce

Aug 2012 - Feb 2019 | London

- Founded and led a creative studio, owning client relationships end to end — from pitching and briefing through to delivery and long-term partnerships.
- Set creative direction and anticipated client and team needs, aligning strategy, design, and delivery across disciplines.
- Built, led, and mentored an interdisciplinary team of six, delivering high-quality digital and visual work to tight deadlines.
- Oversaw and contributed hands-on across branding, research, web design, and digital marketing, leading multiple projects from ideation to completion.

### Volusion | E-Commerce Sales Consultant (SAAS) B2B

Jul 2011 - Aug 2012 | London

- Managed key e-commerce clients through complex, consultative sales cycles, building trust and facilitating design-led discussions with internal creative teams.
- Validated website solutions through user testing and delivered tailored recommendations driving an average 30% month-on-month growth, working with startups, SMEs, and enterprise clients including Toni & Guy and Deloitte.

## Education

### General Assembly

Feb 2019 - May 2019 London

UX Design - Immersive - Graduated

- I completed the User Experience Design Immersive at General Assembly, gaining a solid foundation in UX principles, research, interaction design, and usability testing through hands-on projects.

### Nottingham Trent University

Sept 1996 - Sept 1998 Nottingham

HND - Photography and Digital Imaging - Merit

- I gained a strong grounding in visual communication, composition and digital craft, graduated with a Merit.

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## Skills

### Tools

Figma

Miro

Slack

Jira

Userlytics

Adobe CC

Sketch

Keynote

MS Office

## Interests

RC car building and customisation

(including social content creation)

Photography

Hands-on making craft

Travel

Live music & live events.