



Vinila Ravindranath

Professional Experience

Senior Specialist - UI/UX Design (June 2021 - Present) Udhyam Learning Foundation

Collaborated closely with UNICEF India as an early team member to design the user experience and personality of 'funDoo,' a WhatsApp chatbot that helps young people develop 21st-century skills and career readiness - which currently operates in 14 countries with over a million users.

- Led end-to-end UX and product design for funDoo, a WhatsApp-based learning platform built with UNICEF India, serving **1M+ users across 14 countries**.
- Built an early-stage content management system (CMS) to scale content creation and review workflows across multiple chatbot products, standardising conversational UX, chatbot flows, and UX writing guidelines, improving clarity and engagement.

Drove the user experience for the Progressive Web Application and adjacent chatbot experience of a D2C program running in 4 states across 2,000+ schools with close to 2 lakh users.

- Collaborated with Product Managers, Engineers, and Curriculum Experts in an Agile environment to align product strategy, learning outcomes, and technical constraints creating **user flows, wireframes, mockups, and high-fidelity prototypes for 4+ core product features**.
- Designed curriculum-linked UX touchpoints that **increased chatbot engagement by 80%**.
- Created the conversation architecture and mentor persona for Udyham's **award winning AI Mentor chatbot** enabling effective AI-supported user interactions.

Conceptualised and redesigned key pieces like the org intranet, org website, marketing, curriculum and social media collaterals, decks, and data representations improving usability and consistency.

Freelance - Brand, Graphic and Web Design (August 2020 - May 2021)

- Esther Foundation - Led design strategy detailing the complete brand design and user experience of the organisation's visual identity and website experience
- Youth Ki Awaaz - Illustrated artwork for 'PeriodPaath' - a **social impact initiative on intersectional menstrual health awareness**
- Outline Media - Managed the digital design solutions and **social media content of 3+ brands**
- Namaste Digital - Created the design solutions of **7+ brands across e-commerce, retail, F&B, and lifestyle** - creating visuals, print collaterals, branding packages, and social media content.

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Education

Masters in Design - National Institute of Fashion Technology, Kannur (2020)

Published a paper on the Factors that influence users in selecting mobile apps in the 'Journal of Public Value and Administrative Insight', 4 (1), 24-36.

Bachelors in Psychology, Literature and Political Science - St. Francis Degree for Women, Hyderabad (2017)

Community & Social Impact

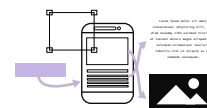
Vice President - AIESEC Hyderabad (2016)

Led the Talent Acquisition and Management function for the Hyderabad chapter of AIESEC managing the volunteer journeys of members along with **recruiting, inducting and training 150 new members**.

Teaching Intern - Dys&That (2016)

Taught children with special needs, ranging from 7 to 14 year olds, applying a specialised curriculum for their requirements.

Skills & Abilities



User Experience & User Interface design



Brand design



UX Research & Writing



Illustration & Graphic Design

Adobe CC

Figma

JIRA

Procreate

Canva