Vaishnavi Gaikwad

uw.vgaikwad24@gmail.com | vaishnavigaikwad.com | Linkedin | (206) 751-5652

User experience designer with 3+ years of industry experience with a strong background in design strategy, critical thinking, cross-functional collaboration, and UI development delivering high-quality web and mobile UX solutions.

Experience

UI/UX Designer (Contract)
Ascend Meditations | Sept 2024 - Present

- Designed **high-fidelity prototypes** for an AI-driven meditation app, ensuring an intuitive and engaging user experience.
- **Collaborated with product managers and developers** to align business goals and technical feasibility for the app's v1.0 launch.
- Building and refining a **design system** to create consistent UI across platforms, improving design efficiency and user satisfaction.

Product and Graphic Designer (Contract)
GetGreen | Oct 2023 - Present

- Designed **intuitive wireframes and prototypes** for a web app version, creating a cohesive cross-platform experience.
- Enhanced personalization by designing **user flows for profile picture uploads**, increasing social interaction on the app.
- Partnered with cross-functional teams to design enterprise-specific features, to reach **500+ active users and 2,500+ actions**.

UI/UX Intern
Carbon | Jun 2023 - Sep 2023

- Conducted **competitor analysis** to inform design decisions and enhance user experience.
- Designed **UI for features** based on identified best practices and gaps to enhance the user experience.
- Facilitated brainstorming sessions with product and engineering teams, driving the creation of a **new dashboard design** and **delivering low-fidelity wireframes**.

Senior System Engineer
Infosys | Sep 2019 - Jul 2022

- Designed and developed **user interactions for a new component,** reducing form fill time by **65%**.
- Collaborated with UX and development teams to design and develop **5+ form wireframes** by addressing technical and usability issues, leading to a **57% improvement in user experience.**
- Collaborated on redesigning a responsive tax filing web application using frontend technologies in an Agile environment, resulting in a **19% increase in usage**.

Skills

User-Centered Design · User Interface Design · Interaction Design · Web UX · Mobile UX · Wireframing · Prototyping · Information Architecture · User Flows · User Research · Design System · Usability Testing · Figma · Adobe CC · Zeplin · HTML · CSS · Javascript · Responsive Design · WCAG · Material Design · Fluent Design System · Quantitative Analysis · Qualitative Analysis · Agile · React · React Native

Education

Master's in Human Centered Design and Engineering
University of Washington | 2022 - 2024

Bachelor's in Computer Engineering
Savitribai Phule Pune University | 2015 - 2019

Master's Industry Projects

Product Designer
SMART Technologies | Jan 2024 - Jun 2024

- Partnered with PMs, researchers, and designers to create a **generative AI-powered tool** for university professors, streamlining the creation of interactive lecture content.
- Designed an application **that uses generative AI technologies** to help professors **create and edit tailored in-class activities** and **monitor student performance** during lectures.

UX Designer
Microsoft (Power BI) | Jan 2023 - Mar 2023

- Collaborated with a cross-functional team to develop and execute **remote moderated usability tests** for the desktop application, resulting in the identification of **4 key usability issues**.
- Provided design recommendations for identified usability issues, resulting in a **10% improvement in user engagement** for creating and consuming scorecards and helping achieve **500,000 MAUs**.

UX Designer
Sweet Alchemy | Mar 2023 - May 2023

- Contributed to redesigning critical product pages through design iterations, with a **75% increase in product findability and increase in user satisfaction**.
- Streamlined information architecture, resulting in a **50% reduction in user clicks** and improved efficiency.
- Developed a scalable design system, ensuring brand alignment and cross-platform consistency.

UX Designer
Birds Connect Seattle | Jun 2022 - Aug 2022

- Redesigned a mobile-friendly website, resolving complex usability issues and **improving information accessibility by 60%**.
- Organized content, improved information presentation, and enhanced map feature interactivity resulted in a **70% increase in user engagement** and an **80% reduction in information overload.**