Vaishnavi Gaikwad

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User experience designer with **4+ 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 | Sep 2024 - Present

- **Led the redesign** of an AI-driven meditation app by conducting heuristic analysis and creating a high-fidelity prototype to enhance usability.
- **Collaborating with researchers** to identify usability issues in the new design through ongoing **user testing**.
- Working closely with product owners and developers to **identify new feature opportunities, brainstorm solutions, and help scope and prioritize** product features.
- Bridged design and development by assisting in coding app designs using React Native.
- Built a product website from scratch, designing and developing it using WordPress, HTML, CSS, and JavaScript.

Product Designer (Contract)
GetGreen | Oct 2023 - Present

- **Led the design of a web app version** of the mobile product, collaborating with the product owner and developer to **prioritize cross-platform features** based on business needs, time, and technical constraints.
- Currently, working on **designing a new admin portal** for internal teams and company clients to **manage app content, generate analytical reports, and streamline content updates**.
- **Enhanced personalization** by designing user flows for profile picture uploads, i**ncreasing social interaction** on the app.

UI/UX Intern
Carbon (now part of Perplexity) | Jun 2023 - Sep 2023

- Conducted **competitor analysis** to inform design decisions, improving overall user experience.
- **Designed UI for new features**, implementing best practices to address gaps and enhance usability.
- **Led brainstorming sessions** with product and engineering teams to develop a **new dashboard design, delivering low-fidelity wireframes**.

Senior System Engineer
Infosys Ltd. | 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**.
- Partnered on developing a responsive tax filing web application using **Angular technologies in an Agile** environment, **resulting in a 19% increase** in usage.

Skills

Design & UX
User-Centered Design, Interaction Design, User Interface Design, Web UX, Mobile UX, Wireframing, Prototyping, User Flows, Design System, Usability Testing, Responsive Design, WCAG, Material Design, Fluent Design System

Research & Analysis
User Research, Quantitative Analysis, Qualitative Analysis, Usability Testing

Tools & Technical Skills
Figma, Adobe Creative Cloud (Illustrator, Photoshop, XD), Zeplin, HTML, CSS, JavaScript, React, React Native, Agile

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 Projects with Industry Collaboration

Product Designer
SMART Technologies | Jan 2024 - Jun 2024

- Created a generative AI-powered tool for university professors to streamline interactive content creation.
- Designed AI-driven applications to help professors create, edit, and monitor tailored in-class activities and student performance.

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

- Led remote usability tests for Power BI desktop, identifying 4 key usability issues.
- Provided design recommendations, improving user engagement by 10% and contributing to 500,000 MAUs.

UX Designer
Sweet Alchemy | Mar 2023 - May 2023

- Redesigned critical product pages, increasing product findability by 75% and boosting user satisfaction.
- Streamlined information architecture, reducing user clicks by 50% and improving overall efficiency.

UX Designer
Birds Connect Seattle | Jun 2022 - Aug 2022

- Redesigned a mobile-friendly site, increasing information accessibility by 60%.
- Enhanced content organization and map interactivity, leading to 70% higher user engagement and 80% less information overload.