

Vaishnavi Gaikwad

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Designer with **4+ years of industry experience** in UI/UX, with a strong background in wireframing, prototyping, design systems, and cross-functional collaboration, delivering web and mobile solutions that drive business impact.

Experience

UI/UX Designer

Ascend Meditations | Sep 2024 - Present

- Conducted a **heuristic analysis** of the app's v1.0, identifying **10+ usability issues** and key improvement areas.
- Partnered with researchers **on usability tests**, uncovering critical pain points, and documenting findings.
- Designed and iterated **high-fidelity** prototypes in Figma, integrating insights from research to enhance usability and alignment with user needs.
- Built a **cohesive design system** with **20+ standardized UI components**, improving consistency and cutting design-to-dev handoff time.
- Collaborated with marketing and content teams to design and develop the **product website** in Webflow, ensuring a strong, visually **cohesive brand presence**.

UI/UX Designer (Contract)

GetGreen | Oct 2023 - Present

- Led the **end-to-end** design of the web app, serving **400+ users**, collaborating with the product owner and developer to ensure a seamless **cross-platform experience**.
- Designed and implemented **10 MVP features**, adapting the mobile app into a **streamlined desktop dashboard** while maintaining design consistency.
- Improved **personalization and engagement** by designing user flows for **profile picture uploads**, fostering social interaction within the app.

UI/UX Intern

Carbon (now part of Perplexity) | Jun 2023 - Sep 2023

- Conducted **competitor benchmarking** to inform design decisions, improving overall user experience.
- Designed UI for 2 new features**, implementing best practices to address gaps and enhance usability.
- Led brainstorming sessions** with product and engineering teams to ideate a **new dashboard design, delivering low-fidelity wireframes**.

Senior System Engineer

Infosys Ltd. | Sep 2019 - Jul 2022

- Designed and implemented a new multi-select feature component, to **reduce form fill time by 65%**.
- Led a team of 3 to design and implement **5+ tax form wireframes** by addressing technical issues, leading to an improved user experience.
- Partnered on developing a responsive tax filing web application using **Angular in an Agile** environment, **resulting in a 19% increase** in usage.

Skills

Design & UX

User-Centered Design, Interaction Design, UI Design, Wireframing, Prototyping, User Flows, Design Systems, Usability Testing, Responsive Design, Web, Mobile, WCAG, Visual Design, High-Fidelity Design, A/B Testing, Design Thinking, Cross-Functional Collaboration

Research & Analysis

User Interviews, Surveys, Competitive Analysis, Personas & Journey Mapping, Customer Feedback Analysis, Usability Testing, Heuristic Analysis

Tools & Technical Skills

Figma, Adobe Creative Cloud (Illustrator, Photoshop, XD), Sketch, Zeplin, InVision, HTML & CSS, JavaScript, React & React Native, Jira, GitHub, Framer, Wordpress

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

Industry-Collaborations

Product Designer

SMART Technologies | Jan 2024 - Jun 2024

- Researched and designed **4 key features of a generative AI tool** to help university professors create and edit interactive lecture content and monitor student progress through **3 iterations**.

UX Analyst

Microsoft (Power BI) | Jan 2023 - Mar 2023

- Led remote usability tests for the Power BI desktop app, 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 an ice cream ordering website, improving platform integration and **increasing checkout rates by 50%**.
- Optimized information architecture, **reducing task time by 20%** and **minimizing clicks** for a smoother ordering experience.

UX Designer

Birds Connect Seattle | Jun 2022 - Aug 2022

- Designed a mobile-friendly site for **500+ users, improving accessibility, engagement by 70%**, and **reducing information overload** with structured content, filters, and interactive controls.