

# Vaishnavi Gaikwad

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## Experience

### Product Designer

[GetGreen](#) | Oct 2023 - Present

- Designed the mobile app's social feature to **increase user interaction**.
- Led design decisions within the app to improve user experience, maintain design consistency, and **increase user retention**, resulting in design enhancements and **scaling of the design system**.
- Collaborated with PMs, developers, and the business team to create **enterprise-specific screens** for a new sponsorship program, aiming to enhance client engagement and **achieve over 500 active users and 2,500 completed actions on the app**.

### UI/UX Intern

[Carbon](#) | Jun 2023 - Sep 2023

- Analyzed and audited user experiences** of key competitors to assess user flows, information architecture, and interaction patterns.
- Designed **feature screens** based on identified best practices and gaps to **enhance the user experience**.
- Led a brainstorm session with product and engineering teams leveraging gathered user insights, resulting in the **design of a dashboard** and the **creation of low-fidelity wireframes**.

### UX Designer

[Sweet Alchemy](#) | Mar 2023 - May 2023

- Contributed to **redesigning critical product pages** through design iterations, with **75% increase in product findability** and **100% increase in user satisfaction**.
- Optimized information architecture** to streamline access to product information, achieving a **50% reduction in number of clicks**.
- Created a **scalable design system** by introducing **brand-aligned assets** and addressed **cross-platform integration constraints**, resulting in a more **consistent design** and more **positive user reviews and feedback**.

### UX Designer

[Birds Connect Seattle](#) | Jun 2022 - Aug 2022

- Redesigned a **mobile-friendly version** of a non-responsive website by addressing complex usability issues identified in **4 critical pages** through design iterations, resulting in a **60% improvement in information accessibility**.
- Organized content, improved presentation of information, and enhanced map feature interactivity, resulting in an **70% increase in user engagement** and a **80% reduction in information overload**.

### Senior System Engineer (UI/UX)

[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 integrating business and user needs and addressing technical and usability issues, leading to a **57% improvement in user experience**.
- Collaborated on **redesigning a responsive financial web application** using frontend technologies in an Agile environment, resulting in a **19% increase in usage**.

## 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

- Collaborated with PMs, researchers, and designers to **identify opportunities** for a tool to help **university professors create interactive and engaging 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**.

## Skills

### UX Design

User Experience Design · Interaction Design · User Interface · Prototyping · Visual Design · Wireframing · Design System · Low-High Fidelity Mockups · User Flows · Information Architecture · Web Design · Responsive Design · Mobile Design · WCAG · Material Design · Fluent

### UX Research

User Interviews · User Testing · Journey Mapping · Quantitative Analysis · Qualitative Analysis · A/B Testing · Competitor Analysis · Design Strategy · Heuristic Evaluation

### Software

Figma · Sketch · Principle · Invision · Keynote · Illustrator · Photoshop · InDesign · AfterEffects · Adobe XD · Tableau

### Programming

HTML · CSS · Javascript · Angular · Java · Python · SQL

### Other Skills

Rapid Iteration · Human-centered Approach · Provide and Solicit feedback · Agile · Problem Solving · Design Thinking

## Mentorship Experience

### UX Design Teaching Assistant

Assisted professor in grading, critiquing and providing feedback to **55 students** in a **Visual, Interaction, Industrial Design Studio class**.

### UI Development Teaching Assistant

Assisted professor in grading, critiquing and providing feedback to **35 students** in a **Python-based UI development class**.

## Certifications

- [Google - Start the UX Design Process](#)
- [Google - Foundations of UX Design](#)
- [Georgia Tech - Introduction of UX Design](#)