

Aishwari Vaidya

PRODUCT DESIGNER

(650) 390-7495 | San Francisco, CA

aishwari.v20@gmail.com

www.aishwarivaidya.com

[linkedin.com/in/aishwari/](https://www.linkedin.com/in/aishwari/)

WORK EXPERIENCE

Product Designer | Tidepool (Health-tech startup)

June 2021 - Present, Palo Alto

- Designed the user access management feature for Tidepool Web Platform that launched recently for limited market release across 22 clinics and 100+ active accounts
- Designed and validated onboarding workflows and first-run experiences for Tidepool Loop mobile application to increase user adoption (currently being reviewed by FDA)
- Conducted usability testing sessions for 30+ users and incorporated research findings into the Web and Mobile applications
- Currently building features to support remote patient monitoring and proactive patient outreach on Tidepool Web Platform

Product Design Intern | Dancejo (B2C SaaS startup)

October 2020 - April 2021, Fully remote

- Worked on the custom Dancejo mobile player experience from idea to implementation that accelerated early user adoption
- Designed end-to-end workflows for creating a public profile and submission of multiple dance videos on the app
- Worked closely with the founders, engineers and product teams to build designs and ship features both on the web and mobile applications

Visual Designer | Freelance

September 2020 - December 2020, Full remote

- Built marketing websites for two early-stage healthcare ventures, Happy Dontics and Meraki Well-Being
- Responsible for visual design direction, responsive prototypes, and web style guide

Visual Design Intern | Yves Rocher

January 2019 - June 2019, Paris

- Conceptualized sustainable packaging designs for the brand's personal care products
- Designed a new visual identity, packaging graphics and created 3D product renders

EDUCATION

MIT-ADT University, India

July 2016 - July 2020

- Bachelor's in Industrial Design
- CGPA - 8.80

Strate Ecole de design, Paris

January 2019 - June 2019

- Semester Abroad Program in Visual Design

CONTINUED LEARNING & CERTIFICATIONS

Customer-Obsessed Design

UC Berkeley Extension (Ongoing)

Design Thinking

Interaction Design Foundation

Human-Computer Interaction

Interaction Design Foundation

Mobile User Experience Design

Interaction Design Foundation

ACHIEVEMENTS

- University Rank 2, received Award of Excellence
- Thesis project selected for incubation at university's accelerator

COMPETENCIES

Product design • Interaction design • Web & mobile interfaces • Usability testing • Wireframing & Prototyping • Persona creation & Journey mapping • Visual design • Design research & Competitor analysis

TOOLS

Figma & FigJam • Sketch • Adobe XD • Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Adobe AfterEffects