

Aishwari Vaidya

Product Designer

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San Francisco

With **3+ years of design experience** building user-driven product interfaces, I bring a combination of **creative flair** and **strategic thinking** to the table. I thrive in fast-paced environments and enjoy working collaboratively with cross-functional teams to push projects forward.

EDUCATION

Bachelors in Industrial Design

MIT-ADT University, Pune, India

Semester Abroad in Visual Design

Strate Ecole de design, Paris

CONTINUED LEARNING

Customer-Obsessed Design for Product Management

UC Berkeley Executive Education

Human-Computer Interaction

Interaction Design Foundation

Mobile User Experience Design

Interaction Design Foundation

SKILLS

Interaction Design

UX Design

Visual & UI Design

User flows & Journey Maps

Wireframes

Prototyping

Web, iOS & Android interfaces

Usability Testing

User Interviews

User Personas & Storyboarding

TOOLS

Figma & FigJam

Sketch, InVision

Adobe Photoshop, Illustrator &

AfterEffects

WORK EXPERIENCE

Product Designer, Tidepool

June 2021 – Present, Palo Alto

Tidepool is a health tech startup that provides diabetes management tools for patients and healthcare providers.

- Led end-to-end design for a **new proactive care dashboard** for healthcare providers that **generated \$3M in revenue in the first year of launch** and reduced administrative clinical burden
- Designed an **innovative mobile app** to simplify diabetes care for patients, **securing \$1M in funding** from a multinational medical device company to accelerate the development
- **Led all UX efforts** for the company's **partnership with Verily Onduo** to successfully integrate two complex systems and provide cross-platform functionalities to customers
- **Increased user adoption** of SSO by **40%** by streamlining login flows on the provider platform, resulting in enhanced security and an improved authentication experience
- Collaborated with cross-functional teams to deliver multiple product releases, ensuring high-quality and timely delivery while meeting business objectives

Product Designer, Dancejo

October 2020 – April 2021, Fully remote

Dancejo is an Indian-based online dance platform with on-demand video lessons taught by professional artists.

- Conducted user research, testing, and iteration in collaboration with cross-functional teams to **develop a new video player experience** for online dance lessons.
- Designed interactive prototypes and responsive interfaces for **artist profile pages** that launched across both **web and mobile** applications and **increased engagement by 38%**
- Participated in design sprints to define product scope and feature specifications, presenting and refining design ideas throughout the development process.

UI/UX Designer, Freelance

April 2020 – December 2020

- Designed and developed marketing websites for early-stage healthcare ventures, Happy Dontics and Meraki Well-Being, providing end-to-end solutions.
- Defined visual design direction, created UI elements, developed responsive prototypes, and crafted web style guides for seamless developer handoff.