

Aishwari Vaidya

UX DESIGNER — www.aishwarivaidya.com

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EXPERIENCE

UX Designer | Verily (Alphabet)

July 2023 – Present, South San Francisco

Leading multiple high-impact UX projects across 2 product areas

- Architected **scalable UX framework** for role-based access control across health tools, enhancing **data security** with **over 50 custom permission settings**.
- Devised **UX strategy and design** for system-wide version management of clinical studies, ensuring seamless launches by **aligning** capabilities with **4 product areas and 6 squads**.
- Led end-to-end design of **8 features** on the study builder platform, **decreasing setup time by 40%** and minimizing manual processes.
- Revamped **design system's table** component, **adopted by 20+ designers**, markedly improving UX consistency.

UX Design Lead | Tidepool

June 2021 – June 2023, Palo Alto

Promoted to design lead within a year at this mid-size health tech startup

- Redesigned the health monitoring platform, **launching 10+ features**, growing **user base by 30%**, and **driving \$3M** in revenue.
- Orchestrated UX integration for a major **partnership with Stanford Health**, onboarding **80+ clinics nationwide**.
- Spearheaded the visual design and design system of a **new diabetes management app** compatible with wearable medical devices, **securing a \$1M+ contract** while still in development.

UX Designer | Dancejo

October 2020 – May 2021, Remote

Collaborated closely with founders at this consumer-facing startup

- Created a user-centric **dance education platform**, elevating user engagement and **adoption by 38%**.
- Initiated and designed **community-building social features** that bolstered user connectivity and platform interaction.

UI/UX Designer | Freelance

April 2020 – December 2021

- Designed **websites** and brand guidelines for **3 startups**, catalyzing **successful market launches**.

EDUCATION

Bachelors in Industrial Design

MIT-ADT University, Pune, India

Semester in Visual Design

Strate Ecole de design, Paris

Customer-Obsessed Design for Product Management

Certification from UC Berkeley Executive Education

CONTRIBUTIONS

UX Mentor, Google x SJSU Design Mentorship Program 2024

Co-Lead, Women@Verily Employee Resource Group

ACHIEVEMENTS

Co-authored a research paper published in 2 leading diabetes journals on the impact of clinical decision support.

Graduated 2nd in class, thesis included in the University's Incubation Program.

SKILLS

Core

Interaction design, visual design, user research, usability testing, wireframing & prototyping, design system development, accessibility.

Strategic

Design strategy, information architecture, user personas, journey maps.