Aishwari Vaidya

UX Designer

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Innovative and driven designer with 4 years of experience

I'm deeply passionate about understanding people's behaviors and actions. I enjoy collaborating in ambiguous spaces to design meaningful experiences and build goaldriven solutions.

EDUCATION

Bachelors in Industrial Design MIT-ADT University, Pune, India

Semester Abroad in Visual Design Strate Ecole de design, Paris

CERTIFICATIONS

<u>Costumer-Obsessed Design for</u> <u>Product Management</u>

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 Adobe Photoshop, Illustrator & AfterEffects

WORK EXPERIENCE

UX Designer (L4) | Verily (Alphabet)

July 2023 - Present, South San Francisco

- Led the design of the <u>Participant Management Console</u>, a cornerstone feature for Verily's clinical research platform, streamlining operations for study administrators and improving participant tracking efficiency
- Orchestrated the UX strategy, stakeholder alignment and design
 execution for the new <u>"up-versioning" feature</u> across Verily's clinical
 trial products, a complex project that involved untangling and
 redesigning user flows for 4 interconnected product areas
- Developed a modular UI framework for user permissions, which has been adopted across multiple Verily products, increasing customization options for clients and enhancing security protocols
- Made **significant contributions to the Verily Design system**, ensuring accessibility compliance and improving overall platform usability
- Co-led the Women@Verily ERG, driving initiatives that foster diversity and inclusion across the organization

UX Design Lead | Tidepool (Health-tech startup)

June 2021 - June 2023, Palo Alto

- Led end-to-end designs for the <u>Patient Monitoring Dashboard</u> that enabled the company to <u>sign contract deals</u> with <u>high-impact</u> <u>customers</u> bringing <u>10k+ patient volume</u> on the platform, <u>generating</u> <u>\$2.7M revenue</u> in the first year
- Designed the <u>user interface for an iOS application</u> that automates insulin delivery for patients with diabetes, received \$1M funding from a multinational medical device company to accelerate the development
- Partnered with cross-functional teams and stakeholders to define UX requirements and drive design decisions
- Mentored a team of UX Design interns over the summer to help them deliver successful internship projects

UX Designer | Dancejo (B2C SaaS startup)

October 2020 - April 2021, Fully remote

- Built a <u>custom video player experience</u> for conducting virtual dance lessons on the platform that <u>increased early user adoption by 38%</u>
- Created interactive prototypes and responsive UI designs for social features focused on user community building launched across both web and mobile applications
- Presented design ideas and participated in design sprints with founders,
 PMs, and engineers to define product scope and feature specifications

Visual Designer | Freelance

April 2020 - December 2020, Fully remote

- Built marketing websites for two early-stage healthcare ventures, Happy Dontics and Meraki Well-Being
- Defined the visual design direction, designed UI elements, built responsive prototypes, and created web style guides for developer handoff