AISHWARI VAIDYA
PRODUCT DESIGNER

www.aishwarivaidya.com
aishwari.v20@gmail.com
San Francisco | 650-390-7495

I'm a creative problem solver and a curious designer.

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

EDUCATION

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

Semester Abroad in Visual Design
Strate Ecole de design, Paris

CERTIFICATIONS

Costumer-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

Lead Product Designer | Tidepool (Health-tech startup)
June 2021 - Present, Palo Alto

- Led **end-to-end designs** from problem discovery, ideation to execution for the **Patient Monitoring Dashboard** launched on the Web platform
  - Enabled the company to **sign contract deals** with **high-impact customers** that have **10k+ patient volume** including **Onduo by Verily (Google)**
  - Projected to **generate $2.7M revenue** in the first year
- Designed the **user interface for an iOS application** that automates insulin delivery for patients with diabetes
  - Defined the **visual direction and UI style**, created design system components, designed interactive prototypes, and conducted **usability testing**
  - Received **$1M funding** from a **multinational medical device company** to accelerate the development
- Conducted UX research, created user flows, wireframes, and prototypes for **features that drive growth** for the company's **Web Platform**
- 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

Product Designer | Dancejo (B2C SaaS startup)
October 2020 - April 2021, Fully remote

- Built a **custom video player experience** for conducting virtual dance lessons on the platform that **increased early user adoption by 38%**
- 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
September 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

Visual Design Intern | Yves Rocher
January 2019 - June 2019, Paris

- Conceptualized sustainable packaging ideas for the brand's care products and designed **packaging graphics** and visual assets