

VAISHALI JAIN

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SUMMARY

*Multi-disciplinary **Designer and Researcher**, proficient in UX/UI design, content design, user research, product design, development, documentation, and shipping. 5+ years of diverse industry experience. Achieved significant results: leading a **\$2M MVP product launch**, acquiring **50M** new users, amassing **800M** site visitors, and contributing to a **\$2.4B** revenue growth impacting **14M** users. Boosted daily active users by **35%** and increased sales by **40%** through enhanced user experience.*

PROFESSIONAL EXPERIENCE

Haydenfilms Institute

Product Manager

Philadelphia, PA, USA

January 2024 - May 2024

- Applied knowledge of data science, sociology, systems thinking, and qualitative research methods in cloud services space to mentor teams, promoting flexibility, accountability, and accessibility in the ethical development of innovative solutions, leading to product sales of \$112K in 2024.
- Defined SaaS product strategy, shaped product vision for Cemboo's enterprise software development, utilizing PRDs, design patterns & SDLC for process improvements of internal tools and software engineering processes, contributing to better user experience research of 8 B2B use cases & early adopters.
- Showcased pragmatic project leadership and collaboration in brainstorming, articulate storytelling, detail-oriented design development, and end-to-end customer research for shipping 9 new product features.
- Led cross-functional team in cyber security, machine learning, and other computer science domains, utilizing customer satisfaction metrics, customer feedback, and financial KPIs for benchmarking, contributing to rich user psychology data.

Georgia Institute of Technology

UX Designer - UX Researcher

Atlanta, GA, USA

November 2022 - May 2024

- Led creative direction, digital content strategy, and graphic design enhancements by applying meticulous attention to detail and visual design specifications, resulting in a 35% increase in daily active users.
- Leveraged organizational skills to coordinate digital marketing initiatives for 14k employees, conducting research within CRM platform, and ensuring compliance with Georgia Tech's design standards of component libraries, web design guidelines, style guide, responsive design and visual communication design principles.
- Designed website layouts, landing pages, social media, and communications collaterals for HR department by integrating creative typography, critical thinking, content management systems (CMS), and emerging technologies.

Haydenfilms Institute

User Experience Designer

Philadelphia, PA, USA

August 2023 - December 2023

- Led project management for software design, devising design solutions with front-end development, GTM, sales, and business growth strategies, enhancing usability design of mobile app via survey design, focus groups, user testing, competitive analysis, and UI design facilitation for product launch of \$2M investment MVP.
- Utilized statistical analysis for ideating 10+ AI driven features for digital products like mobile apps, sharing business insights that improved design systems, prioritizing tasks, and collaborating effectively with cross functional teams.
- Mentored design team of 6 through iterative workshops to gather business requirements and user needs for better customer experience, showcasing ability to lead, work cross-functionally, and confident interpersonal skills.
- Utilized style guides, design tools, design software, and industry trends analytics to lead complex problem-solving initiatives, storyboarding, and user interface design, effectively communicating design rationale.

Bless By Bless

Creative Designer

Boston, MA, USA

May 2023 - August 2023

- Led photography and art direction of 5 fashion shoots, developed creative strategy to enhance retail websites and story telling through content creation for diverse web platforms, contributing to new product development initiatives.
- Led layout design of look-books for LA, NY & Milan Fashion Week collections, with product marketing creatives for print and social media, showcasing my capability to work independently, manage multiple projects, and influence others.
- Served as a key collaborator with stakeholders to prioritize tasks, while leveraging business intelligence and human factors to enhance visual merchandising of 3 stores in Boston, NYC, and Milan, increasing sales by 40%.
- Led data-driven transformation, from conversational AI design ideation to integrated design thinking in enterprise solutions, and product solutions for business applications, utilizing storyboards, mock-ups, user flows, and wireframes.

Flipkart - Walmart

User Experience Designer II

Bengaluru, Karnataka, India

February 2022 - August 2022

- Led customer driven ecommerce strategy and UX design execution of thematic stores, driving design advocacy for backend APIs and frontend UI design, leading to acquisition of 50M new users and over 800M+ views in 6 months.
- Ensured high-quality user experience design aesthetic and design consistency by coaching 4 junior designers, using product quality assurance measures (QA), and organized application development workflow to navigate design ambiguity.
- Analyzed field research data of 50+ cities to improve e-commerce shopping experience with unique interaction designs relating to Indian culture, brand collaborations, strategic design workflows, and component library optimizations.

OLA

Assistant Manager - Product Design

Bengaluru, Karnataka, India

September 2020 - October 2021

- Applied user studies skills and data analytics for enhancing digital design system components, producing ideas, design concepts, functional prototypes, and consumer insights, contributing to a multi-platform brand identity refresh across 4 global markets, leading to \$2.4B revenue growth.
- Utilized feasibility studies, contextual inquiry, design reviews, qualitative and quantitative research methods to gather user behavior insights aiding customer-centric creative solutions across all stages of problem solving and product development process, influencing B2C product roadmap and design decisions impacting over 14M users.

Thence UI UX Studio

Visual Designer

Bengaluru, Karnataka, India

June 2019 - February 2020

- Led prioritization of creative briefs, leveraging finance research data, banking customer insights, and agile methodologies in creating user-centered experience designs for 11 fintech clients, including VISA, OnePlus, BHIM, Xpence, Revv, etc.
- Collaborated with project managers (PMs), engineers/developers, and UX teams, utilizing creative thinking and user research to identify customer needs, delivering unique high-fidelity UI designs, information architecture, sketches, mockups, and interactive prototype for web and mobile applications.

Studio Pensilly

Founder - Creative Director

Bengaluru, Karnataka, India

June 2018 - June 2019

- Led a portfolio of art, craft, design, illustration, and UX research projects for 20+ global clients, including branding for Commonwealth Foundation UK, demonstrating expertise in user experience consulting and user research.
- Designed installations & brand identity for TEDx, Dainik Bhaskar, Bangalore Metro, VR Mall, Buildmart, Ideaforge, Museum of Goa, etc., showcasing a committed approach to empathetic user-centric design principles.

EDUCATION

Georgia Institute of Technology

Master's, MS Digital Media & Human-Computer Interaction HCI

August 2022 - May 2024

GPA: 4

- Awarded Full Scholarship (for top 5% of graduate students) by Ivan Allen College of Liberal Arts - STEM
- Member: Grad Student Advisory Board, Digital Media Student Committee, GT Design Club (Product Designer)
- UI/UX Designer: GT iOS Club - Won Best App Award at College of Computing Demo Day 2023
- Guest Lecturer: LMC 6313 - Interaction Design, LMC 2720 - Visual Design (45 students)

Srishti Institute of Art, Design & Technology

Bachelor's, BA Film and Visual Communication

September 2014 - June 2018

- Grade: A, Internships: VANS, What's The Scene, CounterCulture, Uktopia Creations, OML, Colors TV

CERTIFICATIONS

- **Introduction to Statistics (Data Analysis)** - Stanford University - Mar 2024
- **Agile Project Management Professional (PMP)** - Atlassian - Mar 2024
- **Product Management Professional (PMP)** - Aha! - Mar 2024
- **Generative AI Essentials** - Microsoft - Mar 2024
- **Adobe InDesign Professional** - Adobe - Mar 2024
- **Digital Skills: User Experience** - Accenture - Feb 2024
- **IT Leadership Professional** - ServiceNow - Feb 2024
- **Human-Centered Design** - University of California, San Diego - Sep 2023
- **Strategy of Content Marketing** - University of California, Davis - Jun 2023 (+ 25 others)

SKILLS

Skills: User Experience Design (UED), Motion Design, Journey Mapping, Scrum, UX Writing, UX Testing, A/B Testing, Personas, Interaction Design, Wireframing, Rapid Prototyping, Kanban, Heuristic Evaluation, User-Interface Design, Storyboarding, Research Design, AR/VR Design, Web Development, WCAG, Business Strategy, Feasibility Study, Mentoring, Usability Testing, Market Research, 3D Design, Product Analytics, Business Analytics, Creative Communication, Lean UX, Usability Studies, Human Computer Interaction, Web Application Design, Service Design, Creative Coding, Agile Development, Brand Strategy, User-Centered Design, Presentation Design, Data Visualization, Android Development, SEO, Product Lifecycle Management

Technical: Adobe Creative Suite, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator, Sketch, Figma, Drupal, Webflow, Wordpress, Google Analytics, Confluence, Unity, p5.js, MailChimp, AWS, Linux/Unix, Swift/iOS/macOS, Microsoft Azure, Mural, HTML/CSS, Artificial Intelligence Tools, JavaScript, JIRA, Salesforce, Airflow, Zeplin, Asana, Power BI, Microsoft 365, Miro, Framer, Canva, Generative AI, InVision, Github, Slack, Qualtrics, Unreal Engine, Microsoft Office Suite, Adobe XD