

# Vaishali Jain

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## EDUCATION

<b>GEORGIA INSTITUTE OF TECHNOLOGY</b> MS Digital Media & Human-Computer Interaction (STEM), GPA: <b>4</b> , Awarded Full Scholarship Member: Grad Student Advisory Board, Digital Media Student Committee, GT iOS Club - UI/UX Designer Guest Lecturer: LMC 6313 - Interaction Design, LMC 2720 - Visual Design	Atlanta, USA May 2024
<b>SRISHTI MANIPAL INSTITUTE OF ART, DESIGN &amp; TECHNOLOGY</b> Bachelor of Creative Arts, Grade: <b>A</b> , Film & Visual Communication	Bangalore, India Jun 2018

## EXPERIENCE

<b>HAYDENFILMS INSTITUTE</b> <i>User Experience Designer - Intern</i>	Philadelphia, USA Aug 2023 - Present
<ul style="list-style-type: none"><li>Lead project management for innovative user experience; devise product development and growth strategies</li><li>Enhance Cemboo's usability design via user research, testing and design facilitation to finish <b>\$2M</b> investment MVP</li><li>Elevate the company's online presence by developing a strong content marketing and social media strategy</li></ul>	
<b>BLESS BY BLESS</b> <i>Creative Designer - Intern</i>	Boston, USA May 2023 - Aug 2023
<ul style="list-style-type: none"><li>Led art direction of <b>5</b> fashion shoots, including creative strategy and editing images for use on various platforms</li><li>Designed look-book for Milan Fashion Week collection, advertising &amp; marketing creatives, and website content</li><li>Developed bag designs, brand identity, packaging design, and assisted with visual merchandising and presentation</li></ul>	
<b>GEORGIA INSTITUTE OF TECHNOLOGY</b> <i>Graduate Research Assistant - Design</i>	Atlanta, USA Nov 2022 - Present
<ul style="list-style-type: none"><li>Design website layouts, social media, and other communication collaterals for HR department and its stakeholders</li><li>Coordinate marketing and advertising initiatives while ensuring adherence to Georgia Tech's design guidelines</li><li>Lead creative direction, website maintenance &amp; graphic design enhancements to increase daily active users by <b>35%</b></li></ul>	
<b>FLIPKART - WALMART</b> <i>Designer II - User Experience</i>	Bangalore, India Feb 2022 - Aug 2022
<ul style="list-style-type: none"><li>Led creative strategy and execution of thematic and vernacular stores, amassing over <b>800M</b> views in 6 months</li><li>Ensured visual design and user experience consistency across the platform leading to acquisition of <b>50M</b> new users</li><li>Improved shopping experience with interaction designs, brand collaborations, and design repository optimisation</li></ul>	
<b>OLA</b> <i>Designer - Product &amp; Creative</i>	Bangalore, India Sep 2020 - Oct 2021
<ul style="list-style-type: none"><li>Designed creatives for branding, marketing campaigns, and internal requirements across its <b>8</b> business verticals</li><li>Developed brand's new design guidelines, leading to impactful multi-platform visuals and <b>\$2.4B</b> revenue growth</li><li>Partnered with product design, marketing, and sales teams, delivering high-standard creatives for <b>4</b> global markets</li></ul>	
<b>THENCE UI/UX STUDIO</b> <i>Visual Designer</i>	Bangalore, India Jun 2019 - Feb 2020
<ul style="list-style-type: none"><li>Created user-centered visuals for <b>11</b> prominent clients, including VISA, OnePlus, BHIM, Xpence, Revv, and more</li><li>Worked with UX design teams to deliver high-fidelity UI designs, mockups, prototypes &amp; information architectures</li></ul>	
<b>STUDIO PENSILLY</b> <i>Founder - Creative Director</i>	Bangalore, India Jun 2018 - Jun 2019
<ul style="list-style-type: none"><li>Offered art and design consulting to <b>20+</b> clients globally, including branding for Commonwealth Foundation UK</li><li>Created installations and brand identity for TEDx, Dainik Bhaskar, Bangalore Metro, VR Mall, Build Mart, and more</li></ul>	

## CERTIFICATIONS

Human-Centered Design - University of California, San Diego	Sep 2023, Credential ID: MWZYFRKHJCDM
The Strategy of Content Marketing - University of California, Davis	Jun 2023, Credential ID: 55B3Y9NPU9HV
The Iterative Innovation Process - Massachusetts Institute of Technology	Exp. Dec 2023

## SKILLS

Adobe Illustrator, Photoshop, InDesign, Premiere Pro, XD, After Effects, Figma, Sketch, Miro, Interaction Design, UX Strategy, UI/UX Design, User Research, High Fidelity Wireframing, Usability Testing, Prototypes, Empathy Mapping