

Vaishnavi Kondhalkar

vkondhalkarwork@gmail.com | (757)-819-2022 | [Portfolio](#) | [LinkedIn](#)

Product Designer

Experience

Product Designer | Rev& LLC

October 2024 - Present

- Developed a responsive WordPress website by simplifying intricate user flows and improving retention, aiming to capture 500+ unique users after launch.
- Leveraged design thinking process by conducting user research, prototyping, and agile testing to create an accessible B2B and B2C landing page, expanding reach to 7-11M potential users.

User Research Intern | HCD Experience

June 2023 - August 2023

- Created a structured database of 20+ AI tools by categorizing functionalities and segmenting tools by design process phases, improving the efficiency of the process.

Product Designer | Cactus Communications

December 2019 - June 2022

- Adopted systems thinking to analyze user journeys, optimize task flows, and prototype a post-purchase dashboard using Figma, improving usability for 1M users across 7+ markets.
- Designed and implemented a responsive, mobile-first SaaS lead acquisition system for WeChat, ensuring cross-platform consistency (iOS, Android, Web), resulting in 24.5% user interaction and successfully meeting KPIs.
- Designed 20+ landing pages, increasing B2C user engagement by 35% through A/B testing.
- Standardized design patterns and integrated reusable components (typography, colors, icons, buttons, text fields), expanding the Design System with 50+ components and accelerating development.
- Mentored a junior designer through design reviews and feedback sessions, fostering collaboration and increasing team productivity.
- Aligned market strategy with customer feedback by conducting data-driven research and stakeholder workshops and collaborating with product, engineering, and marketing teams using JIRA.

Graphic Design Intern | Amirkhan Pathan Studios.

April 2018 - June 2018

- Utilized wireframing, prototyping, and design iterations to develop 40+ screens and refine 10 web pages with Adobe Creative Suite and Sketch, delivering user-friendly experiences for an IT startup.
- Conducted a competitive study to analyze market trends and user preferences, developing cohesive branding assets (decks, business cards, logos, packaging) that reinforced brand identity and increased reach by 50% through targeted social media engagement.

Education

University of Maryland, Baltimore County, USA | M.S, Human-Computer Interaction

May, 2024

MIT Institute of Design, India | B.Des, User Experience Design

June, 2022

Academic Projects

Redesign of EOS 2.0 Dashboard | MIT Institute of Design

UX Research, UI Design, Design Systems

- Led user research, identifying navigating complex workflows as one of the key challenges through observational studies, personas, interviews, and usability testing that reduced user efficiency.
- Redesigned a new dashboard, mapped Information Architecture, and built a design system, 200+ screens, and 20+ task flows, ensuring consistency, intuitive navigation, and alignment with product guidelines and user needs.

Reimagining AI Assistants for the Future | University of Maryland, Baltimore County

Data Visualization, Prototyping, Testing

- Reimagined the Ashley AI assistant with a future-forward design approach for seamless user interaction.
- Conducted Research, Empathy Mapping, Task Analysis, and Interface prototyping to understand users and refine usability.
- Created an animated user journey, integrating storytelling to showcase real-world applications through a 'Technology Saves the Day' narrative.

Skills

Design Systems, Design Thinking, User Scenarios, Storyboarding, Rapid Prototyping, Wire-framing, User Interface Mockups, Style Guides, WCAG 2.1 AA, Surveys, User Interviews, Contextual Inquiry, Affinity Diagramming, Empathy Maps, Personas, User Journeys, Detailed UX Flows, Cognitive Walkthrough, Heuristic Evaluations, Concept Testing, User Testing.

Tools

Figma, Sketch, Framer, Figjam, Miro, Adobe Creative Suite (Photoshop, Illustrator, After Effects), Miro, Procreate, HTML & CSS (Basic Knowledge), WordPress, JIRA, Trello.