Vijayalaxmi (VJ) Wankhede

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EXPERIENCE

CommerceIQ   Palo Alto, CA
Product Design Intern   Dec 2023 – May 2024

- Designed high-fidelity prototypes for 5 workflows in **B2B retail e-commerce** management. New designs for managing negative keywords in ad campaigns helped **reduce the task completion time by 40%.**
- Responsible for **cohesive visual design** and **robust prototypes** that account for all use cases and integrate seamlessly with the platform experience.
- **Efficient cross-functional collaboration** with offshore stakeholders and optimal integration of requirements from clients, product managers, and engineers.

Tiyaro   San Jose, CA
Product Design Intern   May 2023 – Aug 2023

- **Led the delivery of development-ready designs** for an enterprise-focused **conversational AI application** for information search. Integrated user feedback and market insights to refine user experience.
- Optimized designs for building customer trust, ease of use, and alignment with brand guidelines.
- Successfully **conducted a proof of concept (PoC) with 3 new clients** using the new designs.

Microsoft   Bengaluru, India
Software Engineer   Jun 2020 – Jul 2022

- Implemented algorithms to analyze workplace collaboration for the Viva Insights SaaS platform that **helped employees across 200 organizations** to efficiently manage their work hours.
- **Bagged first position** in the Fix Hack Learn hackathon to develop dashboard utilities using React and Redux which **saved 10% of human effort** during on-call.

PROJECTS

- **Dashboard Design** - Designed an emergency call response portal for Seattle Fire Department as part of DubsTech design hackathon, where **we secured 2nd runner-up out of 78 teams in the "Enterprise" track.**
- **Accessible UX** - Conducted **heuristic evaluation and accessibility audit** to ensure conformance with **WCAG 2.2 guidelines** for a non-profit organization website, Art Spark Dance.
- **Interaction Design - Partnered with Dell** to prototype IdeateAI, an interactive UI design ideation tool powered by generative AI, which supports designer-friendly input, output, and feedback.
- **Mobile Design** - Designed a mobile app, **in collaboration with Argodesign studio**, to remotely control an autonomous gardening robot - SoilMate.

EDUCATION

University of Texas at Austin   Austin, TX
Master of Science   Aug 2022 - May 2024
Information Science (Human-Computer Interaction)

Birla Institute of Technology and Science Pilani   Pilani, India
Integrated dual degree B.E. Electronics and M.Sc Biology   Aug 2015 - May 2020

SKILLS

Design - UX design, interaction design, visual design, product thinking, design systems, user flows, responsive design, storytelling, rapid prototyping, typography, layout, color theory

Research - user research, competitive analysis, heuristic evaluation, usability testing, data analysis

Programming - HTML, CSS, JavaScript, C++, Python, SQL

Tools - Figma, Sketch, InVision, Photoshop, Illustrator, Adobe Creative Suite, Agile methodologies