

THIYA VAISHYA

UI & UX DESIGNER



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Mumbai, India

ABOUT ME

Product Designer with **2+ years** of experience crafting **user-centered digital** products across **AI, transportation, tourism, e-commerce, CRM, and social platforms**. Experienced in leading end-to-end product design from user research and **UX strategy** to high-fidelity UI, prototyping, and developer handoff. Passionate about solving **complex user problems** through intuitive, scalable, and visually engaging experiences while **collaborating** closely with cross-functional teams to build **impactful products**.

WORK EXPERIENCE

Sdreatech

UI/UX Lead and Creative Strategist

2025-2026

May- Ongoing

- **Designed and shipped** Funatick, an end-to-end **event booking** platform from research to developer handoff.
- Introduced **Trips and Subscriptions** new features for Pocket Guide Namibia (PGN), increasing app **downloads by 30%** and **monetization by 40%**.
- Designed and launched a **Bus & Shuttle** Booking platform for Namibia, contributing to **20,000+** downloads and **50%** growth in **digital bookings**.
- Designed an **AI-powered Document Scanner** with OCR workflows, **Light/Dark modes**, reusable design systems, and AI-assisted document management.
- **Redesigned Snap ID** Merchant & Admin **CRM dashboards and app** through extensive UX research, competitor analysis, and usability improvements, enhancing onboarding and **verification flows**.
- **Designed 6+ e-commerce** applications and webapps, leading the complete UI/UX process and collaborating closely with **developers**.
- **Currently leading** the end-to-end design of **Cue, a dating platform**, conducting user research, prototyping, usability testing, and iterative design in **collaboration** with **developers** ahead of launch.

Ribin

Web and Social Media Designer (Intern)

2024

September- December

- **Designed and developed** the official **website** and the "Just Dinner" product website, and contributed to the **UI/UX design of the app** to **enhance** user experience and functionality.
- Managed **social media** for Ribin and "Just Dinner," boosting brand visibility and engagement, leading to increased product awareness and **sales**.

Freelance

Graphic Designer

2023 - 2024

October to August

- Created **detailed and innovative** concept art by **collaborating** with **fine art artists** to refine creative ideas, producing high-quality digital pieces using industry-standard tools that seamlessly complemented the **thematic vision** and aesthetic goals of their exhibitions while enhancing visual **storytelling**.

Digital Rhombus Studios

3d artist (Intern)

2023

May to September

- Created **high-quality 3D assets** using Maya and Blender for VR environments in the **metaverse**, ensuring visual fidelity and optimized performance.
- Designed **custom 3D models** for top-tier clients, including **Accenture**, delivering assets aligned with their vision and project requirements while providing **UI/UX assistance** to ensure seamless integration of 3D elements into immersive and **user-friendly VR** experiences.

EDUCATION

2019 - 2021

S.K SOMAIYA , VIDYAVIHAR

- 12th - 91%

2021-2024

AMITY UNIVERSITY,MUMBAI

- B.S.C in Animation & VFX
- GPA: 8.5 / 10
- Minor Track- Photography

SKILLS

- Wireframing and Prototyping
- Problem Solving
- Information Architecture
- Time Management
- Collaboration
- Attention to Detail
- Critical Thinking

SOFTWARES

- Figma
- Photoshop
- Illustrator
- Premiere Pro
- Framer
- Blender

CERTIFICATIONS

- UI / UX Bootcamp from the Designerrs Academy
- Ar/Vr in UI / UX Bootcamp from the Designerrs Academy (Pursuing)

LANGUAGES

- English
- Hindi
- French

[Good design is better experienced than explained → See my work](#)