

# Vrushali Chondhe

UX Designer / Product Designer

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Driven Senior UX Designer with a proven track record at Dista, enhancing digital strategies through user-centric design. Specialized in location intelligence and field service management solutions for web and mobile platforms. Worked in an agile environment, and managed multiple design projects for mobile and web apps in BFSI, Retail, Logistics, Pharma, and Food & Beverage industries, delivering solutions such as Field Force Management, Geomarketing, and Supply Chain Optimization.

## Skills

- UX Design
- Wireframing
- Rapid Prototyping
- Usability Testing
- Information Architecture
- User-Centric Design
- Prototyping and Wireframing Techniques
- Design Systems
- Interaction Design
- User Experience Research
- Cross-Functional Collaboration
- Agile Project Management
- Adobe Creative Suite
- Figma
- Sketch
- AI-powered design tools and methodologies

## Education

### Savitribai Phule Pune University

Bachelor of Engineering (Computer)  
2013 – 2017

### Felix IT Systems

UI/UX Designing Course  
2017 – 2018

### German Language - A1 Level

GOETHE Institute - Max Mueller Bhavan

## Languages

- Marathi
- Hindi
- English
- German

## Experience

### Dista | Senior UX Designer

JUL 2021 – MAR 2023

- Designed user-friendly interfaces for key solutions including Market Expansion, Territory Management, Delivery Management, and Fleet Management, enhancing both field and office team operations.
- Conducted user research through interviews, surveys, and usability testing, analyzing feedback to drive iterative design improvements and enhance user experience.
- Collaborated with product managers, developers, and stakeholders to deliver user-centric designs.
- Created wireframes, storyboards, user flows, process flows, and site maps to visualize user journeys and ensure clear, intuitive interaction patterns.
- Contributed to creating and maintaining the company's design system.
- Facilitated design thinking workshops and brainstorming sessions.
- Led multiple projects, managing time and resources effectively to deliver high-quality work within tight deadlines, while adhering to WCAG guidelines.

### AIQoD | UI/UX Designer

DEC 2019 – APR 2020

- Redesigned the company website and designed Intelligent Logistics Document Digitization tool based on Gen AI.
- Utilized Adobe Creative Suite to create visually appealing designs.
- Produced digital graphics, including website elements, email templates, and social media visuals.
- Collaborated with marketing teams to create cohesive designs for brand identity and promotional materials.

### CRIF High Mark | UI/UX & Graphic Designer

NOV 2018 – DEC 2019

- Redesigned the company website following UX best practices.
- Designed print materials such as ID cards, brochures, flyers and posters for marketing campaigns.
- Produced digital graphics, such as email templates, business cards, and social media visuals.
- Developed informative videos, presentations, and infographics for