

Vedanshi Mishra

User Experience Designer

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Education

Master of Interaction Design, California College of the Arts
Bachelor of Design, National Institute of Fashion Technology
Google UX Design Certificate

San Francisco, CA | Aug 2023
New Delhi | July 2019
November 2021

Skills

Design: Wireframing, Rapid Prototyping, Lean UX, Design Thinking, UI Design, Usability Testing, UX Research

Software: Figma, Origami Studio, Webflow, Editor X, Adobe Suite (Photoshop, Illustrator, InDesign), AutoCAD

Project Management: Agile, Jira, Confluence, Project Planning, Sprint Planning, Scrum Methodology

Personal: Teamwork, Leadership, Active listening, Storytelling, Presentations, Constructive feedback, Facilitation

Work Experience

UX Designer with Folio

Remote | Sept 2023 - Present

Collaborating with startup founders across the Bay Area, as a contract-based designer in cross-functional teams

- **Grandstage** (SaaS, AI) - Improved marketing website on Webflow for a brand overhaul, optimizing performance and interface through visually compelling graphics. Increased engagement by 30%, reduced bounce rate by 20%.
- **Ojje** (B2B, Conversational Stories App) - Enhanced the Ojje reader app by incorporating personalized and customized stories for primary schools, utilizing insights from teacher and student research to improve learning experiences. Improved overall app satisfaction, contributing to a 15% growth in monthly active users.
- **ConverseCart** (B2B2C, Conversational Shopping Assistant) - Designed an AI shopping assistant for retailers to improve customer experience through optimized search while increasing revenue by potential cross-selling and upselling. The product has led ConverseCart to engage its first set of clients as they start up their business.
- **Prifina** (Personal Data Platform) - Collaborated with cross-functional teams to design a user-centric job applications' tracking chrome plugin, streamlining and enhancing the application process for job seekers.

UX Design Intern at Enso Village

San Francisco, CA | Jan 2023 - Aug 2023

Created an accessible system for Enso Village, a senior living community, focusing on their resident library

- Designed a responsive app tailored for senior users, improving usability of the community's library.
- Implemented wayfinding, bookshelves, labels, posters and thought-sharing cards, connecting digital and physical experiences, benefiting a community of 400 residents.

UX Designer at Lighter Agency

New Delhi | Feb 2022 - June 2022

Contributed to various large-sized client projects at a creative digital agency in Delhi

- **Times TSW:** Transformed landing pages and crafted marketing materials for an executive e-learning portal, resulting in faster load times and a 55% increase in leads.
- **Build My App:** Developed 3 mobile app templates and a comprehensive dashboard for a no-code development platform for restaurant owners, leading to its successful MVP launch.
- **Suposhit Bharat:** Created a mobile app to enable the collection of 1200+ surveys on rural India's malnutrition crisis along with a comprehensive website to highlight the organization's initiatives.

Furniture Designer at Timothy Oulton & Tarun Vadehra Interiors

New Delhi | July 2019 - Feb 2022

Designed interior spaces and luxury furniture for commercial and residential spaces across India

- Curated unique experiences with luxury furniture, accessories, and utilities in partnership with Timothy Oulton.
- Successfully led three out of 22 projects, actively collaborating with sales teams, suppliers, architects and clients.