

Vedanshi Mishra

Product Designer, Bangalore

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design.vedanshi@gmail.com | +91 9654034441

Education

Master of Interaction Design, California College of the Arts

San Francisco, CA | Aug 2023

Bachelor of Design, National Institute of Fashion Technology

New Delhi | July 2019

Google UX Design Certificate

November 2021

Skills

Design: Design Thinking, UX/UI Design, User Research, Prototyping, Usability Testing, Visual Design, Interaction Design

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

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

Work Experience

Product Designer at **Betterhalf.ai**

Bangalore | March 2024 - Present

Revamped the matchmaking app, created wedding planning products and the brand identity

- Redesigned the user onboarding experience in Betterhalf's matchmaking app, boosting the onboarding rate by 30%.
- Revamped the premium plans page and implemented strategic UX improvements to the chat restrictions, aligning with the updated revenue model, which contributed to a 7% increase in total revenue.
- Streamlined the wedding proposal creation process by developing standardized templates and guidelines for RMs and planners, improving efficiency and consistency.
- Developed a wedding planning tool through a research-oriented and iterative process, reducing the operations team's time on multiple calls to clients and increasing conversions by 10%.
- Developed a comprehensive brand identity and updated the design system, transforming 'The Wedding Company' into an end-to-end wedding expert brand. Redesigned the website, including the homepage, venue pages, and blog pages, to optimize for lead generation, discoverability and vendor onboarding, resulting in a 40% increase in leads.

Product Designer with **Folio**

Remote | Sept 2023 - Feb 2024

Collaborated with startups 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%.
- ConverseCart** (B2B2C SaaS, AI): Designed an AI shopping assistant for retailers, aimed at enhancing the overall customer experience through optimized search functionality.
- 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.
- Build My App** (SaaS): Developed 3 mobile app templates and a comprehensive dashboard for a no-code development platform for restaurant owners, leading to its successful MVP launch.
- Times TSW** (Edtech): Transformed landing pages and crafted marketing materials for an executive e-learning portal, resulting in faster load times and a 55% increase in leads.

Product Design Intern at **Enso Village**

San Francisco, CA | Jan 2023 - Aug 2023

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

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.