

VAIBHAV GAIKWAD

User Experience (UX) Designer

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• **Portfolio Website:** <https://vaibhav-portfolio.com/> • **LinkedIn:** <https://www.linkedin.com/in/vaibhavgaikwad-ux/>

UX Designer with 5 years developing innovative, approachable user experience frameworks for design and planning products by visualizing data and creating new structured frameworks by primarily focusing on user centered design principles.

PROFESSIONAL EXPERIENCE

Design Studio Architects (Leicester, UK) (Remote)

May 2017 - Oct 2020

Design Team Lead & User Experience Researcher

- Spearheaded the creation and management of a comprehensive design system, unifying visual elements and interaction patterns across all products, resulting in a 40% increase in user engagement.
- Implemented user-centered design principles to create interaction designs, workflow diagrams, wireframes, and interactive prototypes, resulting in a 60% reduction in user errors.
- Identified pain points in the design process through usability testing and applied iterative improvements, resulting in a 50% decrease in navigation time.
- Managed cohesive design quality across 50+ projects, adhering to prescribed themes and functional choices.
- Facilitated design review meetings, leveraging collaborative thinking to brainstorm innovative UX developments.
- Applied qualitative and quantitative analysis techniques to always improve end-user experiences.

S.P Architects, Pune, MH

Mar 2015 - May 2017

Assistant Designer and Researcher

- Delivered highly innovative concepts under stringent deadlines, surpassing client expectations and resulting in a 25% increase in customer satisfaction scores.
- Coordinated with a multi-disciplinary team to innovate and refine inspiration boards, sample material collections, and color schemes for upcoming product designs, contributed to a 30% reduction in design iteration time.
- Collaborated with senior designer to develop 40+ concepts, conducted comprehensive material searches, and compiled detailed specifications for designs, ensuring alignment with brand guidelines and production requirements.
- Delivered outstanding service to clients to not only maintain but to extend relationship for future business opportunities.
- Constructed digital scale models and figures to demonstrate concepts and design elements.

EDUCATION

Thomas Jefferson University, Philadelphia, PA

Masters in User Experience and Interaction Design

- Achieved enhanced skills for creating seamless, engaging digital experiences through user-centered and cutting-edge design principles.

Savitribai Phule Pune University, Pune, MH

Bachelor's in Architecture

- Cultivated a deep understanding of spatial aesthetics and design principles, applied to digital design for creating visually engaging and user-centered interfaces.

DESIGN TOOLS

Design and Prototyping

Figma, Sketch, Invision, Adobe (XD, Photoshop, Illustrator, InDesign)

3D Modeling and Visualization

Google Sketchup, Google analytics, AutoCAD, Rhino, Lumion

Collaboration and Whiteboarding

Trello, Jira, Fig Jam, Miro, Microsoft Whiteboard

Web Development and Additional Software's

Microsoft (Office, PowerPoint, Excel), HTML, CSS, WordPress, Web flow

HARD SKILLS

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|-----------------------|--------------------|----------------------|----------------|
| • UX/UI Design | • User Research | • Data Visualization | • Wireframes |
| • Mockups | • Design Systems | • Digital Design | • Prototypes |
| • User Journeys | • Product Strategy | • Usability Testing | • Storytelling |
| • Agile Methodologies | • Google Analytics | • Concepts | • 3D Modelling |

SOFT SKILLS

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| • Strategic Thinking | • Thrives on Products | • Communication | • Collaboration |
| • Analytical | • Leadership | • Teamwork | • Drive and Initiative |