VAISHNAVI LOLAKPURI

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PERSONAL STATEMENT

Product designer with 2+ years of experience in building creative and analytical products. I specialise in research, interface design by simplifying complexity. I Intend to perform thoughtful translation of research into creating the product's experience that balances users and product's vision. Being a team player, I thrive to intersect individual teams approach, in their contribution to the product.

SKILLS

Technical: UX Research, Create User Personas, Sitemaps, UI components & tokens, Build design systems, Wireframing, Prototyping, Branding, Data-Driven Design, Information Architecture and Accessibility Design (WCAG).

Tools: Figma, Adobe XD, Sketch, Adobe Suite, Miro, Microsoft Office Suite.

WORK EXPERIENCE

OZONETEL COMMUNICAITONS PVT. LTD. | UX Designer   Mar 2023 - Jan 2024

- Improved design efficiency for Quality Assurance tool, enhancing user workflows and redefining journeys and further structuring data with hierarchy that drove the visualisation by 40%.
- Designed user flows, wireframes, high-fidelity interactive prototypes in Figma, accelerating decision-making and reduced discrepancies during development handoff that led to 25% drop in post development revisions.
- Led usability testing and A/B experiments, identifying critical pain points and iterating designs accordingly. These improvements increased task success rates and 25% less users reported the initial errors.

SREENEX MACHINES PVT. LTD. | UI/UX Designer & Researcher   Feb 2022 – Feb 2023

- Designed a high-conversion, responsive landing page for a medical machinery manufacturing company, targeting healthcare decision-makers. Simplified complex technical content easy to interpret for non-technical users.
- Integrated clear CTAs, product visuals, and trust-building elements (certificates, testimonials, high-value clients), which enhanced credibility and drove 50% increase in inquiry form submissions.
- Partnered with marketing and sales, ensuring the design was both visually appealing and complaint with industry standards and brand guidelines. Conducted stakeholder reviews and usability feedback, enabling iterative improvements.

NOOR INCORPORATION | UI/UX & Branding Designer   Apr 2020 – Jun 2021

- Led the jewelry e-commerce website design enhancing visual consistency and creating a fully responsive mobile experience, which resulted in increased user traffic and improved engagement across devices.
- Worked on a diverse range of digital products, including mobile apps, websites. Contributed to the scaling of those products through thoughtful, consistent design execution.
- Developed and managed a social content strategy to support brands launch. Created visual assets, content posting plan by designing 50+ posts. This strategy grew the brands social media following by 15% each month and boosted engagement.

EDUCATION

Master of Science in User Experience Engineering | Goldsmiths, University of London   UK | Sep 2022 - Sep 2023

Bachelor's in Product Design | WOXSEN University   India | Aug 2015 – Jun 2019

CERTIFICATIONS

- UI/UX Design Fundamentals – Growth School
- UI/UX Design – Designerr's Lab

PROJECTS

Split Mobile Application

Developed a ride-sharing app that enable users to share their drives and request to be passengers, which made 25% of users to engage more with the app through the intuitive UI and have overall experience delivering positive feedback.

e-SEVA Case Study

Developed a personal case study to create online experience for managing waiting times and delay to get access to govt. services in rural and semi-urban areas in an Indian state, improving user satisfaction by a simple and demographically informed UI.