Vidhisha Kedia

Product Designer

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Experience

Digital Experience Designer

Dentalook – Ontario, Canada | Oct 2023 – Present

- Lead digital and web experience initiatives for a network of 30+ clinics across Canada
- Design and optimize responsive landing pages and campaign experiences contributing to a 43% YoY engagement increase
- Increased campaign reach by 35% through integrated digital content strategies
- Collaborate with regional and executive stakeholders to align brand, compliance, and performance objectives
- Improve clarity of user flows across web touchpoints to support conversion and lead capture

Senior Product Designer (Enterprise SaaS)

Tekion – Vancouver, BC | Mar 2022 – Aug 2023

- Led redesign of complex dashboard workflows within enterprise automotive SaaS platform
- Reduced navigation time by 67% through improved information architecture and interaction design
- Increased feature adoption by 54% by simplifying user journeys and aligning features with business needs
- Conducted stakeholder interviews and usability validation sessions to inform design decisions
- Delivered wireframes, interactive prototypes, and developer-ready specifications in Figma
- Facilitated cross-functional design discussions to balance usability, technical feasibility, and product priorities

Principal User Experience Designer

Samsung Research – Bengaluru, India | Apr 2021 – Feb 2022

- Designed mobile-first commerce and service experiences for My Galaxy and Samsung Shop applications
- Created scalable UI frameworks and documentation improving design alignment across teams
- Contributed to 30% reduction in development cycle time through improved design clarity and collaboration
- Presented research-backed design rationale to senior stakeholders and cross-functional teams

Education

Bachelor of Science, Visual Communication, Bharathiar University (2014-2017)
Postgraduate Certificate – Interactive Media Management, Conestoga College (2023)
Postgraduate Certificate – Project Management, Thompson Career College (2026)

Certifications & Recognition

TCPS 2: CORE – Research Ethics (Government of Canada)
Human-Computer Interaction (Interaction Design Foundation)
Adobe Design Achievement Awards (ADAA) – Semi-Finalist, 2017

Skills

AI Prompt Engineering
Data Analysis
Design Thinking
Facilitation
HTML / CSS (Basic)
Journey Mapping
Prototyping
User Flows
UX Research Methods

Tools

Adobe Creative Suite
Dovetail
Figma
Lucid Software
Pendo Analytics
Qualtrics
Salesforce
User Interviews
Axure
Sketch
InVision