

Vidhisha Kedia

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[Linkedin](#)

I am a naturally gifted and passionate problem solver, I love visually appealing things with an underlying meaning to them.

PROFESSIONAL EXPERIENCE

Tekion Corp, Vancouver — Senior Product Designer

MAR 2022 - AUG 2023

- Tekion's flagship platform, Automotive Retail Cloud, is built using the most modern technology stack available. Responsible for Information Architecture, Interaction Design, and Visual Design across consumer and merchant products for the Parts team.
- Worked closely with CEO, VP of Marketing and CTO with Development team from USA and France and manage junior design team
- Enhanced customer experience by enabling personalization through defining and routing interaction paths based on different user personas.
- Utilized Figma, Invision, Miro to bring designs to life.

FinEzzy, India — UX Designer / Writer

MAR 2021 - MAR 2022

- Get a quick and hassle-free loan against mutual funds while keeping your investments intact. With FinEzzy, you can now avail cash against your MF holdings. Focus included creating minimalistic fun websites, application interfaces in both Android and IOS for consumer and merchant.
- Managed a team of junior graphic interns while creating stunning interfaces for both web & App. Responsibilities also included managing the entire brand/logo to create advertisements.
- Modernized the digital brand and decreased drop off rate by 20% by designing consistent high-fidelity prototypes, branding, style guides, and visual media.
- Defined, penned and reviewed UX content for the web. Evaluated, examined and critiqued website layout and conceptual design (UI). Curated social and digital media presence.
- Collaborated with stakeholders to innovate, resulting in three successful iterations and a 30% reduction in development cycle time.
- Utilized data-driven insights from Google Analytics to optimize website keywords and content, resulting in a 75% increase in organic search traffic.

Samsung Research, India — Principal UX Designer

MAR 2021 - MAR 2022

- Conducted research to explore trends and best practices in the consumer electronics industry for apps like Samsung Shop and Samsung Galaxy.
- Established a seamless purchasing experience for Samsung Pay by optimizing the user's conversion funnel journey through integrating and enhancing wireless-specific features such as device trade-in and new customer registrations.

PORTFOLIO

www.vidhishakediadesigns.com
<https://www.behance.net/VidhishaKedia>

SKILLS

UI/UX Design
Design Thinking
Problem Solving
Persona Creation
User research
Usability Testing
Wireframing
Visual Design
Branding & Identity
Heuristic Evaluations
Task Flows
Story Telling
Information Architecture (IA)
Prototyping
Leadership
Collaboration
IOS / Android APP Designing
Product Management
Google Design Sprints
Video Scripting and Editing

TOOLS

Adobe Creative Suite
Sketch / Figma / XD
Axure / Principle / InVision /

- Strategized and created mobile copy for Samsung Visit In Auto-Redeem feature that allows customers to redeem Coupons based on their location for one-time or auto-redemption. Copy included edit feature, error scenarios and navigation from landing page to redemption stage.
- Utilized Microsoft Apps, Sketch, Samsung design systems to bring designs to life.

Zapr Media Labs, India — Senior Designer

APR 2018 - MAR 2021

- Created concept and design for a reward-based app following UX design and heuristic principles. Led UX research, crafted wireframes, and high-fidelity designs, adhering to ADA/WCAG standards resulting in a 55% increase in user satisfaction.
- Worked on an OTT content recommendation app called Dekho. Architected research-driven user journeys, enhancing engagement rates by 18%.
- Increased team efficiency by 12% through designing and implementing an internal tool called Adimprints to provide users with an all-in-one workflow software to aggregate and prioritize Ad targeting and running campaigns.

GreedyGame, India — Creative Designer

JUN 2017 - MAR 2018

- Implemented brand vision into the design of logos, wordmarks, typography, and colors palettes.

Freelance, India — Designer

JUL 2015 - PRESENT

- Crafted user-centric strategies for an ecommerce client called Anveshan, increasing user satisfaction by 10%
- Drove new features from ideation to launch. Major projects to date include: Native IOS Investment consumer app; Responsive services website; Oil Drilling Management software; developed advanced merchant features including Calendar, email marketing, CRM and many other features.

EDUCATION

Conestoga College, Kitchener, ON, CA — Post Graduate in Interactive Media Management (Interaction Design) - JAN 2023 - SEP 2023

Bharathiar University, India — Bachelors in Science in Visual Communication - APR 2014 - MAY 2017

National Institute of Creative Communication, India — Diploma in Communication Design - MAR 2014 - JUN 2017

References Available upon request.

Proto.io

HTML/CSS / JAVASCRIPT

GitHub/ Jira / Microsoft Office / Miro

Blender/ Cinema 4D

Atomic & Material Design Systems

AWARDS AND CERTIFICATIONS

Adobe Design Achievement Awards Semi-Finalist, 2017

TCPS 2: CORE (Course on Research Ethics)- Government of Canada

Human-Computer Interaction - HCI - Interaction Design Foundation

LEADERSHIP SKILLS

Led a team of 3 - 4 content writers and junior designers as a part of social media engagements.

Responsible for leading a team of account managers who served as a point of contact for clients with regard to design strategy and the design of end products.

Led a social media campaign for an ecommerce brand development agency for a one-day Instagram takeover.

Collaborated with five other designers and coders, I created a timeline and implemented a design strategy and solutions.

LANGUAGES

English, Hindi, Kannada, German