Hey, It's me

Vaibhavee Gamit

And I'm a U

Crafting Seamless Experiences Through Design and Code

As a UI/UX designer, I design digital interfaces that are visually appealing, easy to use, and provide a positive user experience. I create intuitive digital experiences by conducting research, designing interfaces, and ensuring smooth user interaction that ensure responsiveness, collaborate with designers, and continuously optimize user experience through prototyping and iteration.

Resume

About Me

I have prior experience of working in management side in High Court of Gujarat. Transitioning from a background in management to a focus on technology, I am driven by passion for innovation and continuous learning. Currently pursuing Masters of Science in Information Systems at Northeastern University, I bring together design and technical skills to create user-friendly digital experiences. I'm creative, detail-oriented, collaborative, adaptable, and continuously learning to stay updated on industry trends.

My Projects

Venmo Redesign

The aim was to redesign the Venmo mobile application. Through iterative wire framing and mockups, the focus is on improving user experience, streamlining navigation, and enhancing visual clarity. We have also added new features like utility bill payments and other investment options like mutual funds and shares.

View more →

My Services

UI/UX design

I design digital products, websites and mobile applications for providing smooth and efficient user experience to end users.

Prototyping

Provide prototyping services by creating interactive models of digital interfaces which allow users to give feedback for improvement before final implementation.

Web Development

I provide web development services, by converting the designs into full-fledged products and applications which clients can host on web.

What People have to say about my Work

"Working with Vaibhavee, was a pleasant surprise. Her natural talent for design and eagerness to learn made her a valuable asset to our team. She approached every task with enthusiasm and creativity, demonstrating genuine passion for UI/UX."

Deep Gamit
@deepkgamit

"In our second semester, I had the opportunity to work with Vaibhavee on a UI/UX project. Despite being early in our college journey, her talent was already shining through. Vaibhavee's intuitive grasp of user needs and keen eye for design transformed our project. Her wireframes were both beautiful and functional, making our app a breeze to navigate. She showed the professionalism that impressed both peers and professors. Working with her was a joy - her collaborative spirit and clear communication made our project a success. She's a rising star in UI/UX, and I'm proud to have been her classmate.

Aayushi Choksi
@aayushichoksi

"Vaibhavee brought fresh perspectives and innovative ideas to our web development project. Despite being new to the field, her enthusiasm and dedication were evident in the quality of work she delivered. I'm impressed by her rapid learning and ability to adapt to new challenges."

Mitesh Prajapati
@miteshp

Contact Me

Get in touch

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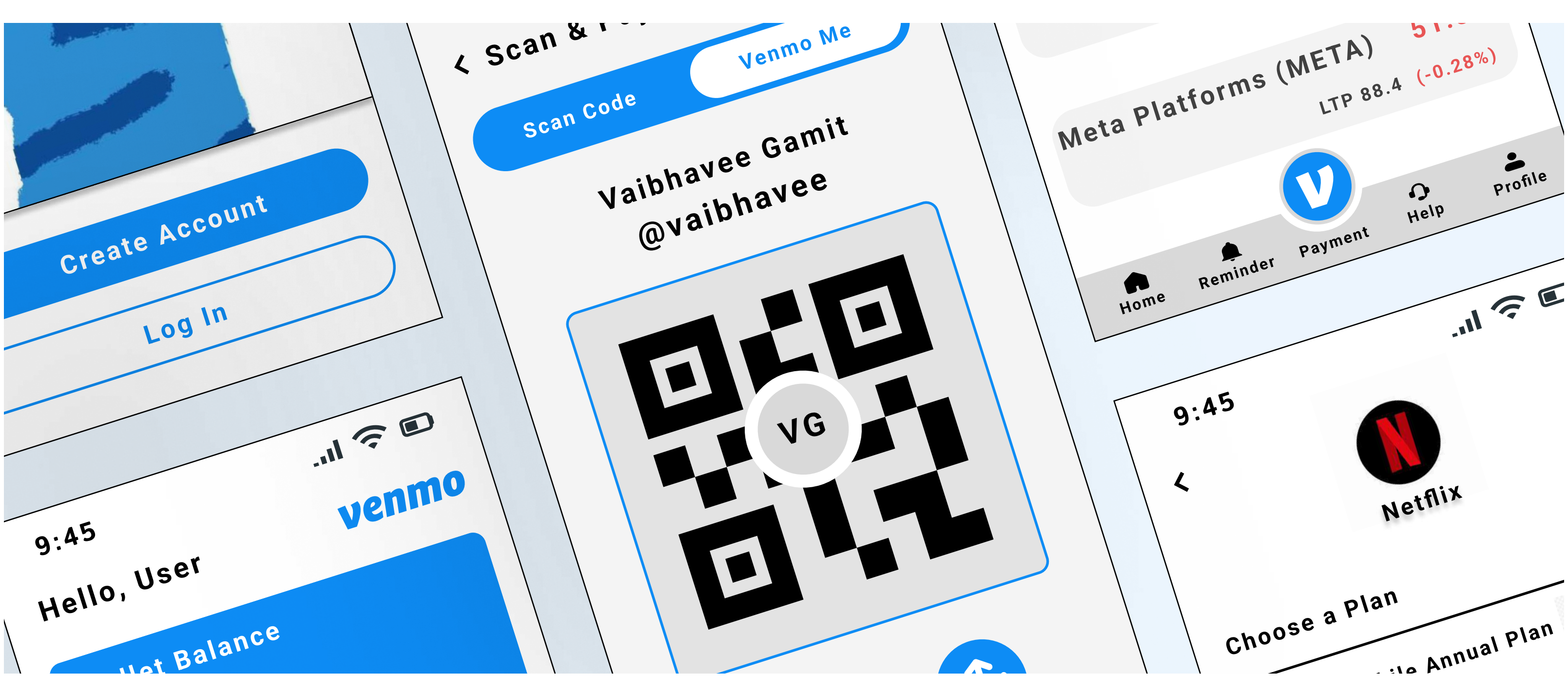
https://github.com/Vaibhaveegamit-20

Venmo Redesign

With User-centric approach, the goal was to redesign the Venmo Mobile application to enhance user experience and to improve usability



Overview

Venmo is a mobile payment app that allows users to send and receive money easily between friends, and family. It features peer-to-peer payments, a mobile wallet, and manages profile. It's a popular choice for splitting bills, sharing expenses, and managing finances on the go. We have sorted the transactions as now users can see individual transactions with other users. Users can group with group of friends and family members and can split expenses, chat in group. We have also added utility bill payments like water bill, electricity bill and various other bills and subscriptions. In the investment option, previously only bitcoin trading was done. We have added investment options like mutual funds and shares. We have also added reminders options which gives notifications about upcoming bill payments and help option where user can chat with customer support agent and solve user issues.

Challenges

It was observed that the mobile application needed improvement in navigation, had inconsistencies in visual design and user experience needed improvement.

End Users found it confusing to use different platforms for various financial needs like paying utility bills, peer-to-peer transactions and managing investments.

Need to sort out transaction section as the app provides list of all group and personal transactions together which can confuse end users.

Design Systems

Colors used: Primary color - Blue(#0D8CF5), Secondary color - Gray(#D9D9D9) and tertiary colors - Black, white(#000000, #FFFFFF)

Typography: Font used - Roboto, Heading: 22, Sub-Heading 1: 16, Sub-Heading 2: 14

Screen Dimension: Iphone 14 and 15 pro (width: 393, height: 852)

Logo: For logo there are two logos one is simple logo which contains the name of the application in primary color which is used as brand identity and is used where we need to display name of the application.
• Second logo is the simple logo having letter "V" which is used in the navigation bar

Project Details

Project Type : Acdemic Project

Duration : February 2024 - April 2024

Tools used : Figma, Mocqups

Goals

The goal of redesigning the Venmo mobile application was to enhance user experience by making interface more intuitive and visually appealing, improving navigation and transaction processes, integrating new functionalities such as utility/bill payments, adding new financial investment options like mutual funds and stocks.

Target Audience

Students: College and University students managing tight budgets and looking for a simple way to split bills, pay rent, and dive into investing.

Personal Finance Enthusiasts: User interested in tools for managing personal finances, such as investments and bill payments, within a single platform.

Tech-savvy older generations: Older adults who are comfortable with technology and looking for easy ways to manage investments and pay bills digitally.

UseCases

Use cases in UI/UX design describe user interactions with a system to achieve specific goals, outlining steps, system responses, conditions, and alternative flows to guide the creation of intuitive and effective user interfaces.

Link to Use Cases

Information Architecture

Information architecture (IA) in UI/UX design refers to the organization and structure of content within a digital product, such as a website or mobile application. It involves designing a clear and intuitive system for users to find and interact with information.

Link to IA

UI/UX Research Methods

User Persona

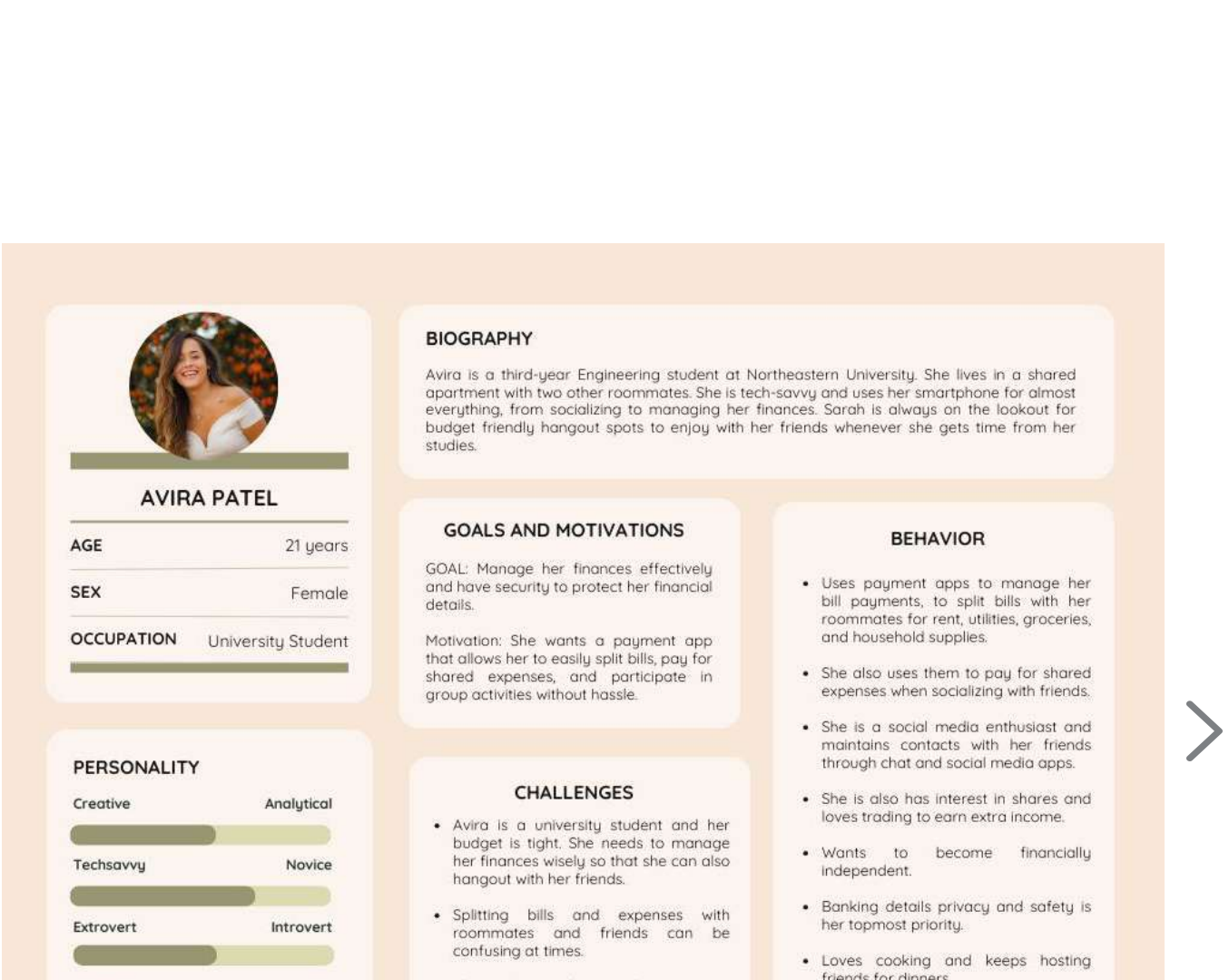
User Personas are representations of our target audience based on the data gathered from user research.

They help designers understand users better, leading to the creation of more effective and user-centric designs.

Provide understanding about users of different age groups their financial goals and requirements.

Team members can understand and work towards the same goals keeping in mind the user requirements.

The goal and intention of creating the design are clear and reduce the chance of creating designs based on assumptions.



SWOT Analysis

It provided a holistic view of our project's internal strengths and weaknesses, as well as external opportunities and threats.

This allowed us to identify key factors influencing our project's success, guiding strategic direction and resource allocation effectively.

We conducted SWOT analysis sessions with stakeholders, identifying internal strengths like advanced features and external opportunities such as market competition.

Weaknesses like potential scalability issues were also pinpointed.

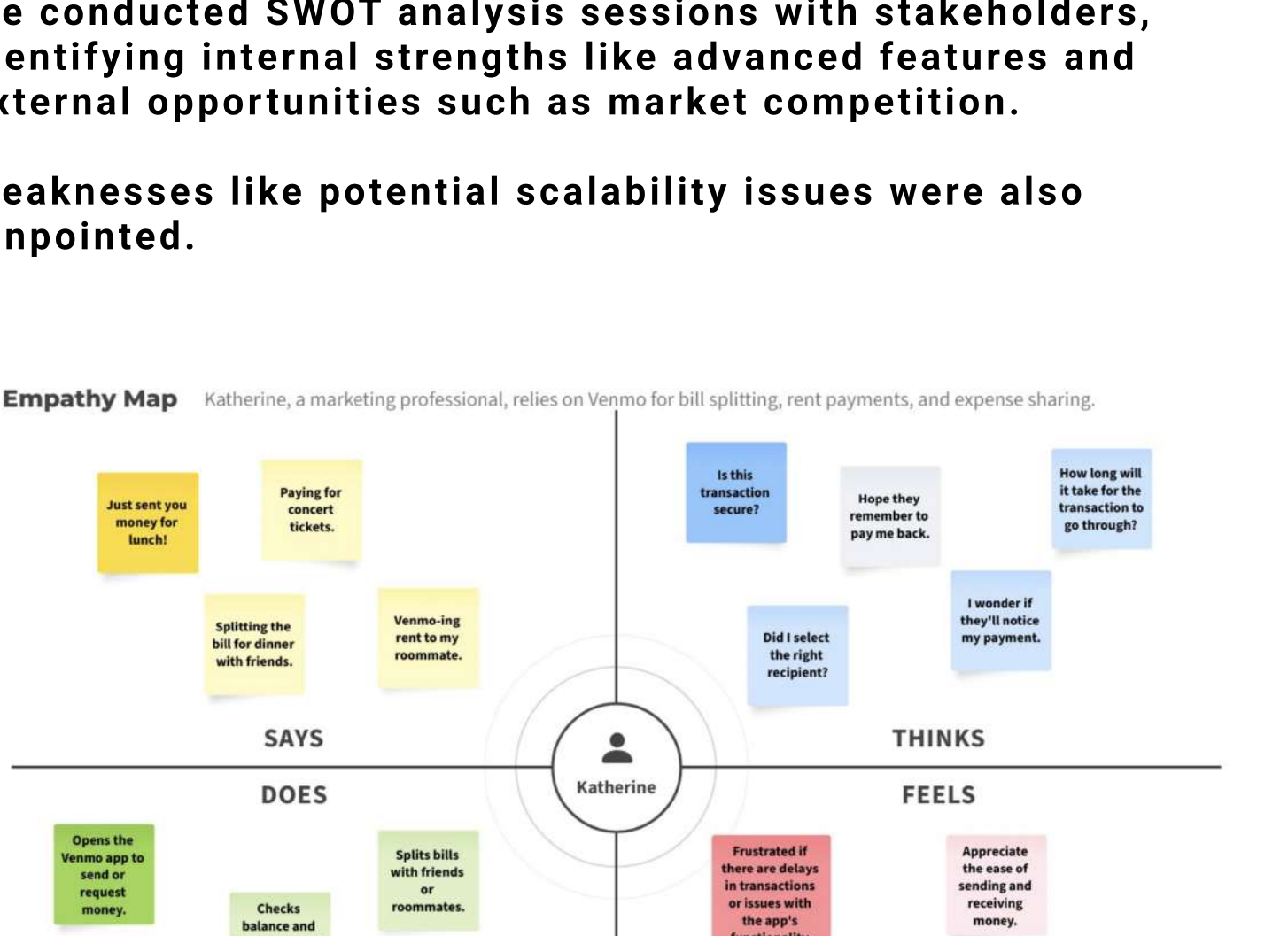
Empathy Maps

Gathered insights into users' thoughts, feelings, and behaviors related to their experience with the current Venmo app.

Identified frustrations, challenges, and areas of dissatisfaction that users encounter while using the app.

Conducted interviews, surveys, and observations to gather qualitative data about users' experiences and preferences.

Created a visual representation of the empathy map, displaying
key insights and findings in a format easily understandable by the design and development teams.



MoSCow Prioritization

It is a popular prioritization technique for managing requirements to categorize requirements or features based on their importance. It helps teams focus on what is essential for the project to succeed.

MoSCoW stands for:
• M (Must Have): Critical requirements that are essential for the project. They are non-negotiable and must be included.
• S (Should Have): Important requirements that add significant value but are not critical. These should be included if possible, but the project can still succeed without them.
• C (Could Have): Desirable requirements that can improve user experience or add minor value. These could be included if time and resources allow but are not essential for the project's success.
• W (Won't Have): Requirements that are agreed to be the least critical or out of scope for the current project phase. They are not planned for delivery but might be considered for future phases or iterations.

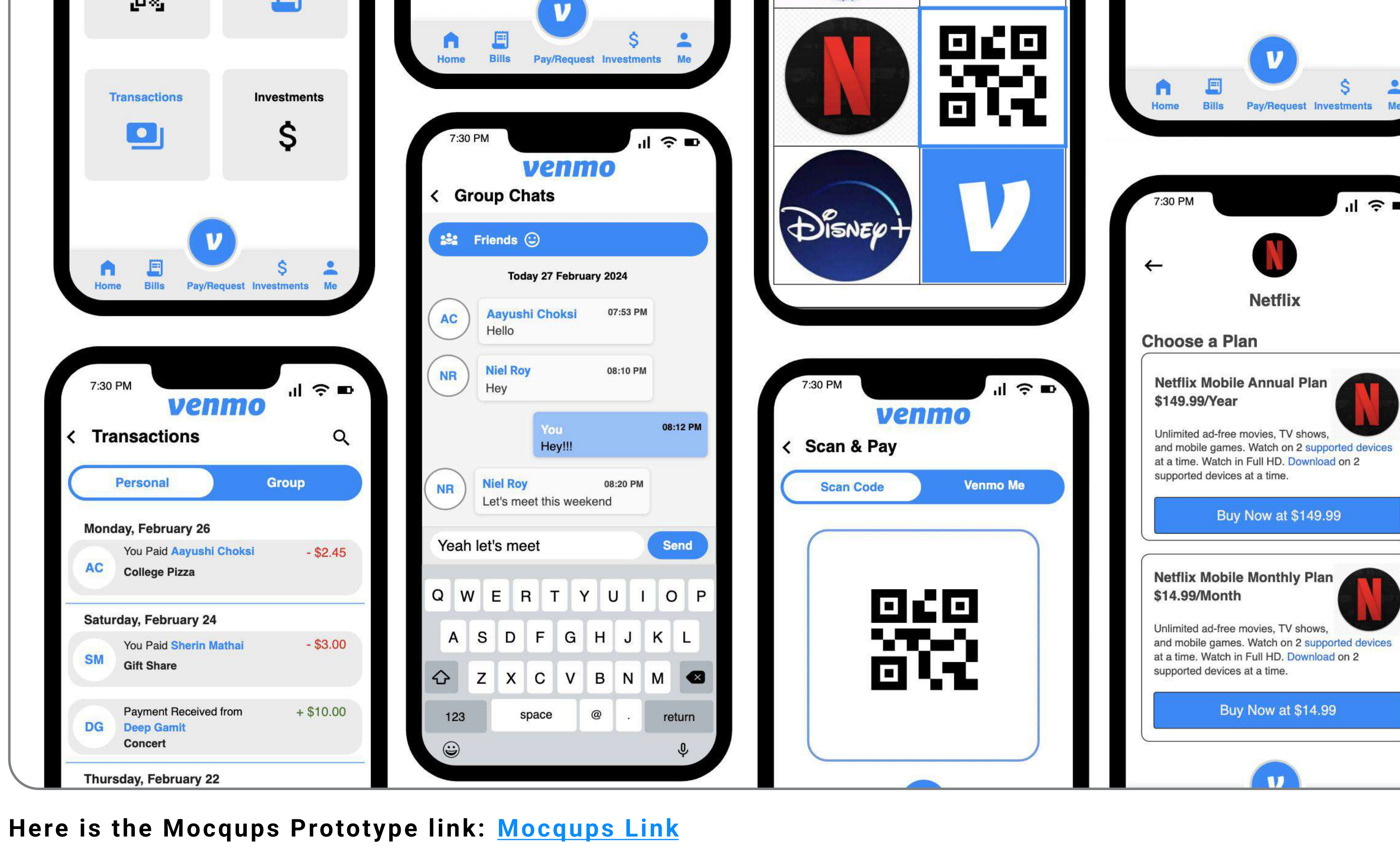
Low-Fidelity Wireframes

Low fidelity wireframes in UI/UX are basic sketches or digital outlines that represent the structure and layout of a user interface without detailed design elements.

They focus on:
• Layout: Arranging elements like headers, footers, navigation, and content areas.
• Functionality: Indicating where interactive elements (e.g., buttons, links) will be.
• Hierarchy: Showing the importance and relationship between different sections.

Low fidelity wireframes are quick to create and easy to modify, making them useful for early-stage design and brainstorming.

Low fidelity design was created using moqups tool.



Here is the Mocqups Prototype link: Mocqups Link

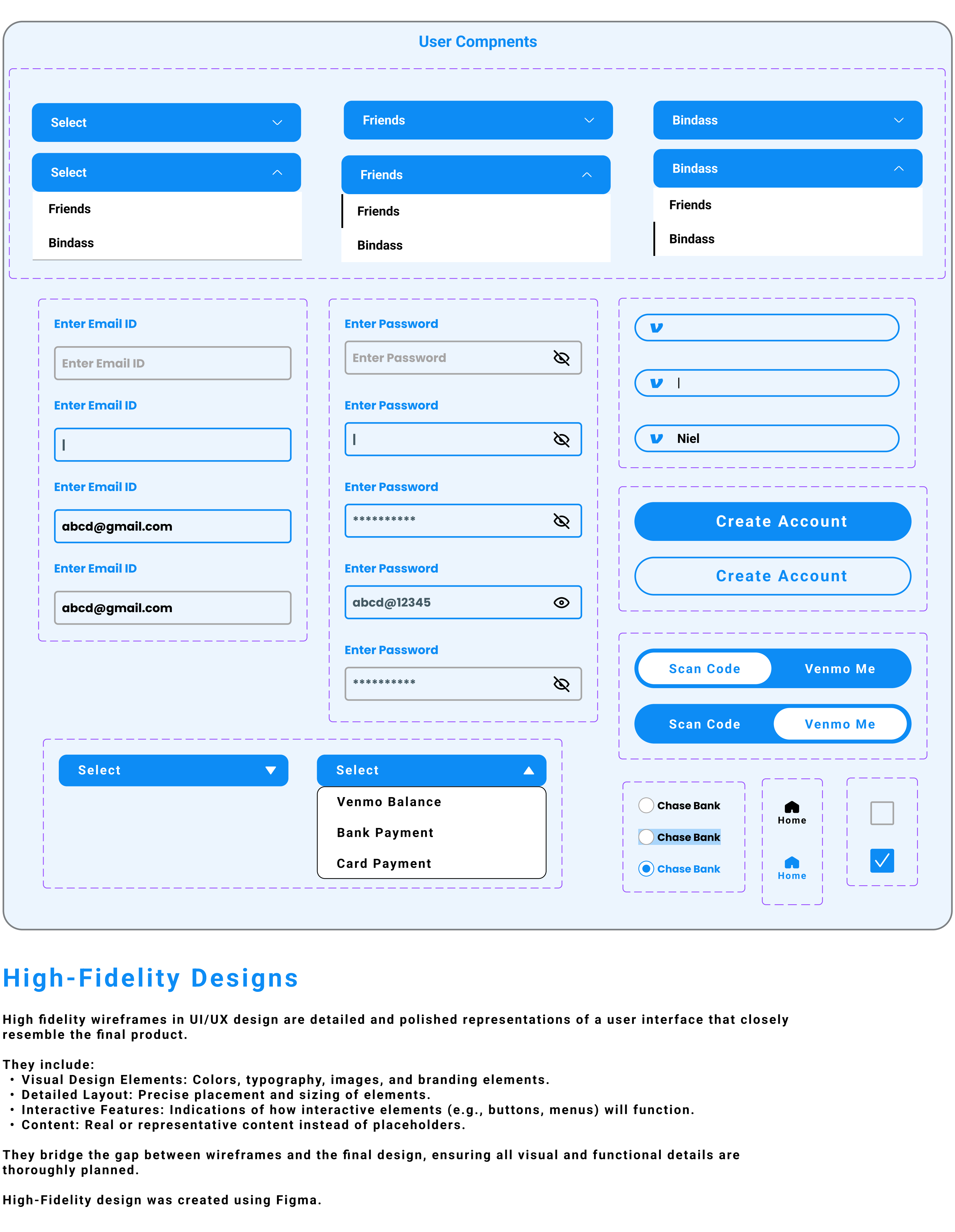
High-Fidelity Wireframes

Design Systems

A design system in UI/UX design is a comprehensive framework that ensures consistency and efficiency across a digital product.

It includes:
• Design Principles: Core guidelines reflecting the product's vision.
• Component Library: Reusable UI elements like buttons and forms.
• Patterns: Standard solutions for common interactions.
• Design Tokens: Variables for design decisions, ensuring consistency.
• Accessibility Guidelines: Standards to ensure usability for all users.

Benefits include improved consistency, efficiency, scalability, collaboration, and quality in design and development.



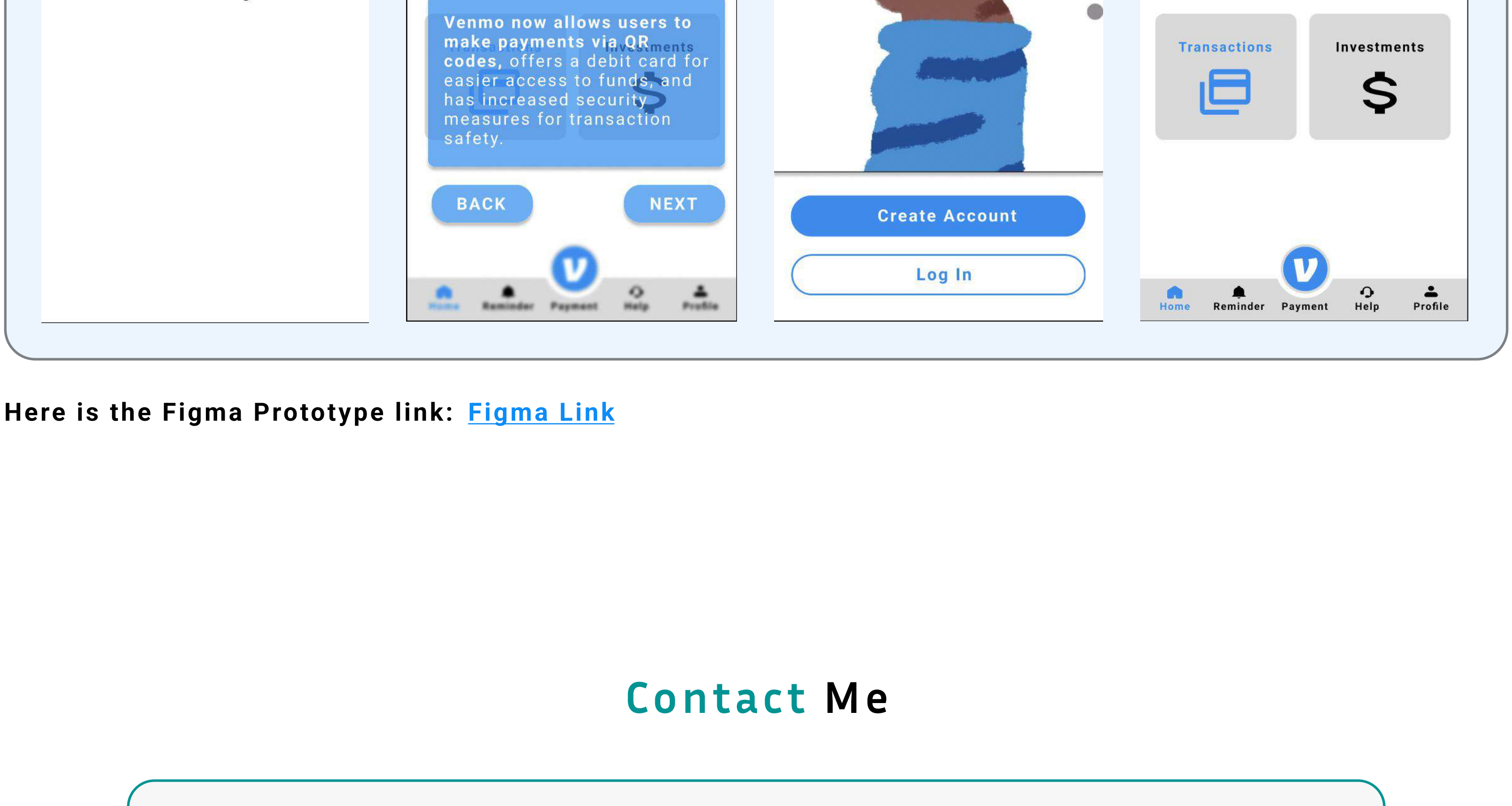
High-Fidelity Designs

High fidelity wireframes in UI/UX design are detailed and polished representations of a user interface that closely resemble the final product.

They include:
• Visual Design Elements: Colors, typography, images, and branding elements.
• Detailed Layout: Precise placement and sizing of elements.
• Interactive Features: Indications of how interactive elements (e.g., buttons, menus) will function.
• Content: Real or representative content instead of placeholders.

They bridge the gap between wireframes and the final design, ensuring all visual and functional details are thoroughly planned.

High-Fidelity design was created using Figma.



Here is the Figma Prototype link: Figma Link

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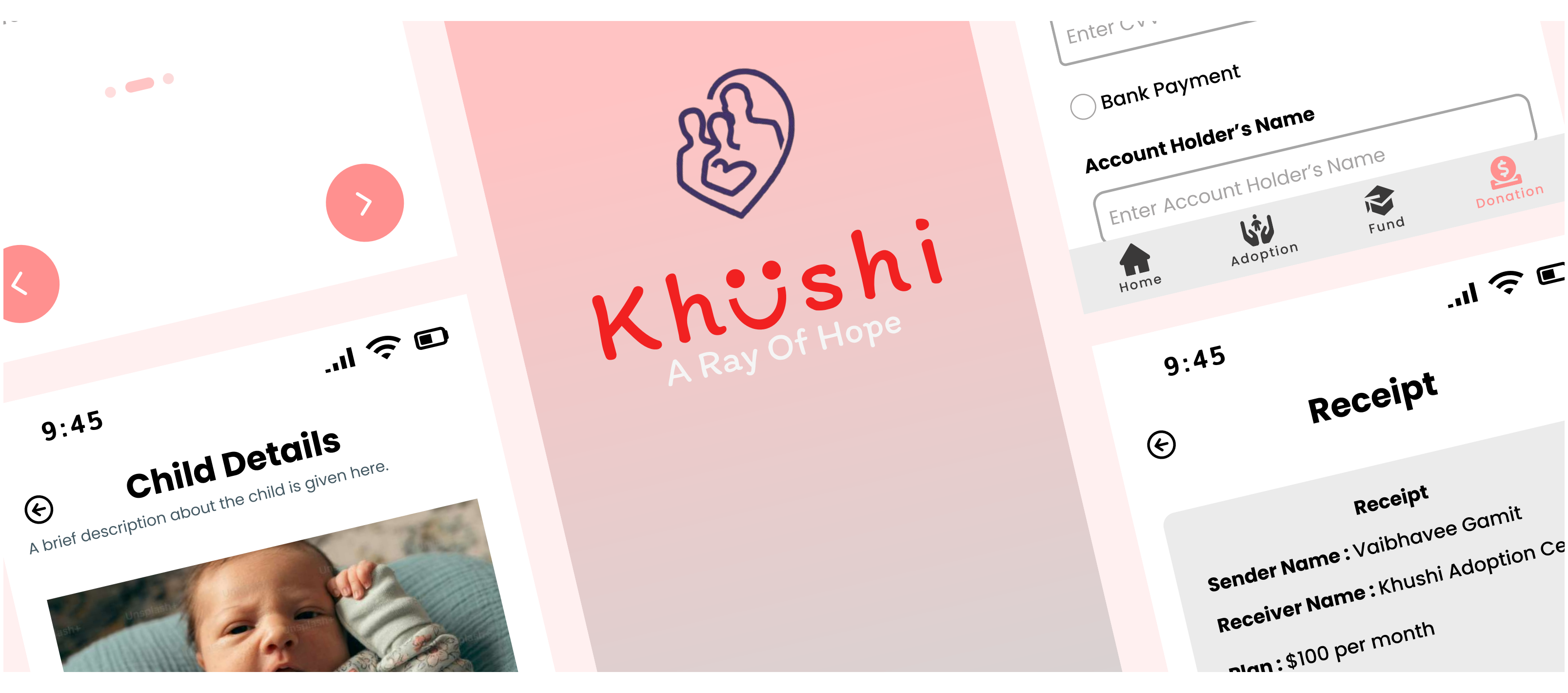
Khushi - Child Adoption Application

A user-friendly platform that simplifies the adoption process by connecting prospective parents with children, providing educational resources and donations



Overview

Khushi means happiness and the purpose of the organization is to spread happiness in the life of children and adoptive parents. Designing a child adoption application involves creating a user-friendly platform that facilitates the adoption process for prospective parents and adoption agencies. Key features should include a secure registration and login system, detailed profiles for children, fund a child's education and a donation feature where users can donate a certain amount and help the adoption centers. Ensuring data privacy and compliance with legal requirements is crucial. The overall design should be intuitive, compassionate, and supportive, reflecting the sensitive nature of the adoption journey.

Project Details

Project Type : Personal Project

Duration : March 2024

Tools used : Figma, Balsamiq

Goals

The goal of creating a child adoption application Khushi was to streamline and simplify the adoption process by providing a user-friendly platform that connects prospective parents with children in need of adoption, and also have features like funding a child's education and fund donation so that the future of children in adoption home can be secured.

Challenges

It was important to ensure data privacy and security as the application handles sensitive personal information about children and adoptive parents.

Adoption process required to keep the application update regarding the status of applications and available children.

There was a need for supportive and empathetic user experience, acknowledging the emotional journey of prospective parents and children.

Target Audience

Prospective Adoptive Parents: Individuals and couples looking to adopt a child, who need access to detailed child profiles, adoption resources, and application tracking.

Adoption Agencies and Social Workers: Professionals involved in the adoption process who require tools to manage cases, communicate with prospective parents, and ensure legal compliance.

Design Systems

Colors used: Primary color - Pink(#FF908F), Secondary color - Gray(#EBEBEB) and tertiary colors - Black, white(#000000, #FFFFFF)

Typography: Font used - Poppins, Heading: 26, Sub-Heading 1: 15, Sub-Heading 2: 12

Screen Dimension: Iphone 14 and 15 pro (width: 393, height: 852)

Logo: For logo we have used the name of the application Khushi means happiness. The logo is a simple logo which contains the name of the application in primary color which is used as brand identity and the letter 'U' in the name is depicted as a smile.

UseCases

Use cases in UI/UX design describe user interactions with a system to achieve specific goals, outlining steps, system responses, conditions, and alternative flows to guide the creation of intuitive and effective user interfaces.

Link to Use Cases

User Flow

User Flow is a visual representation of how the user moves through a website or application and shows what happens at each step along the way. It helps designers to know where people get confused and also what they need to change to make their experience smoother and easier.

Link to User Flow

UI/UX Research Methods

User Persona

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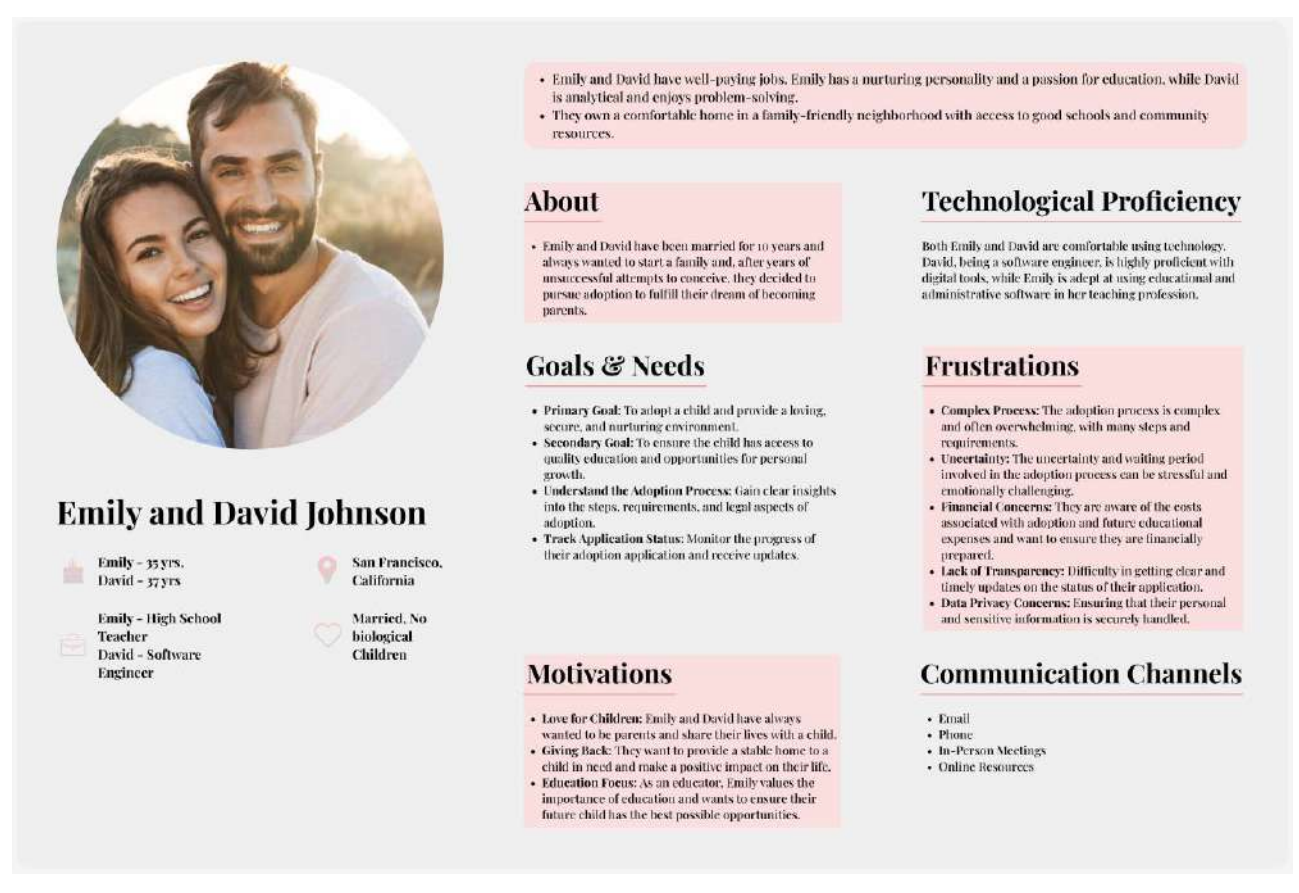

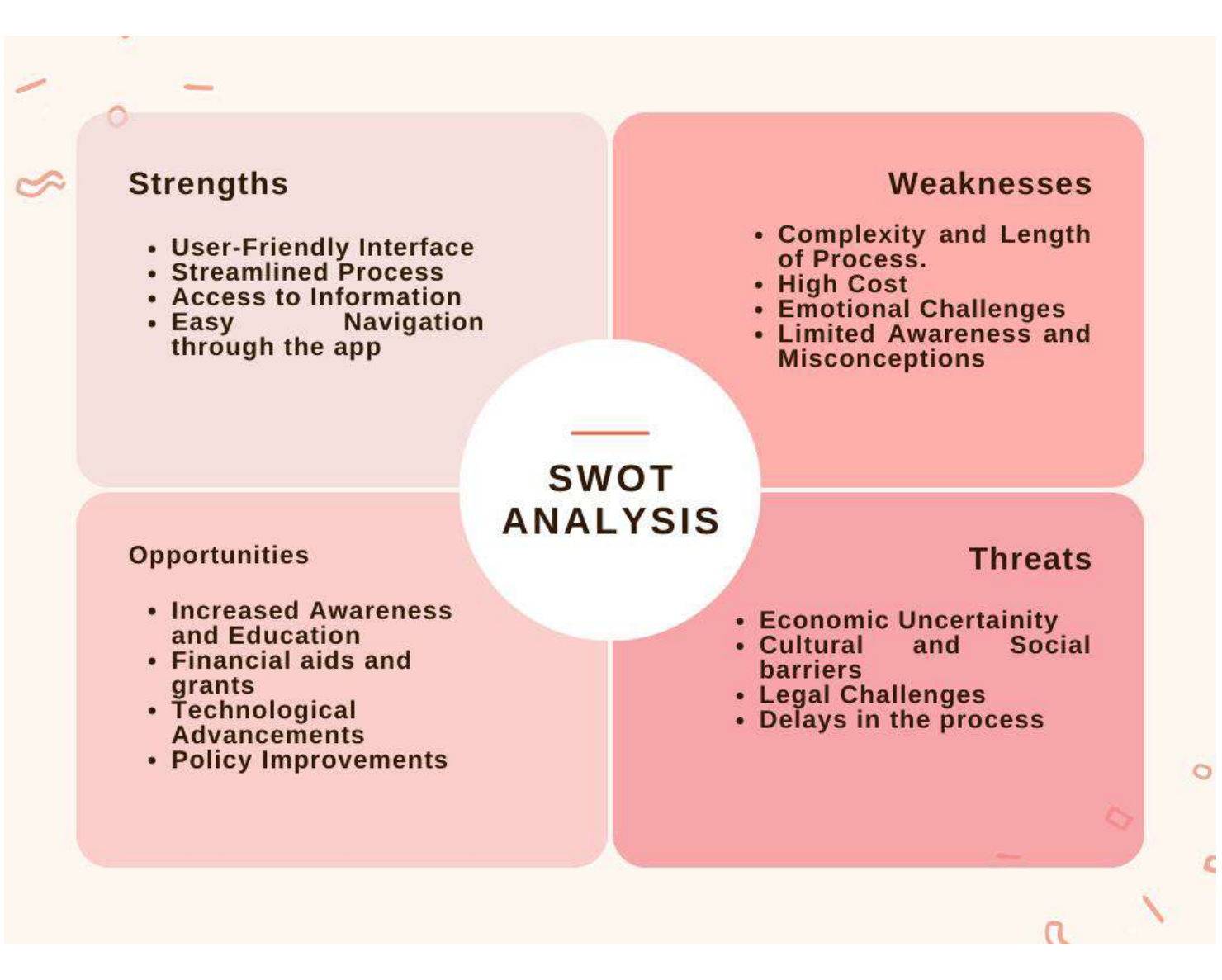

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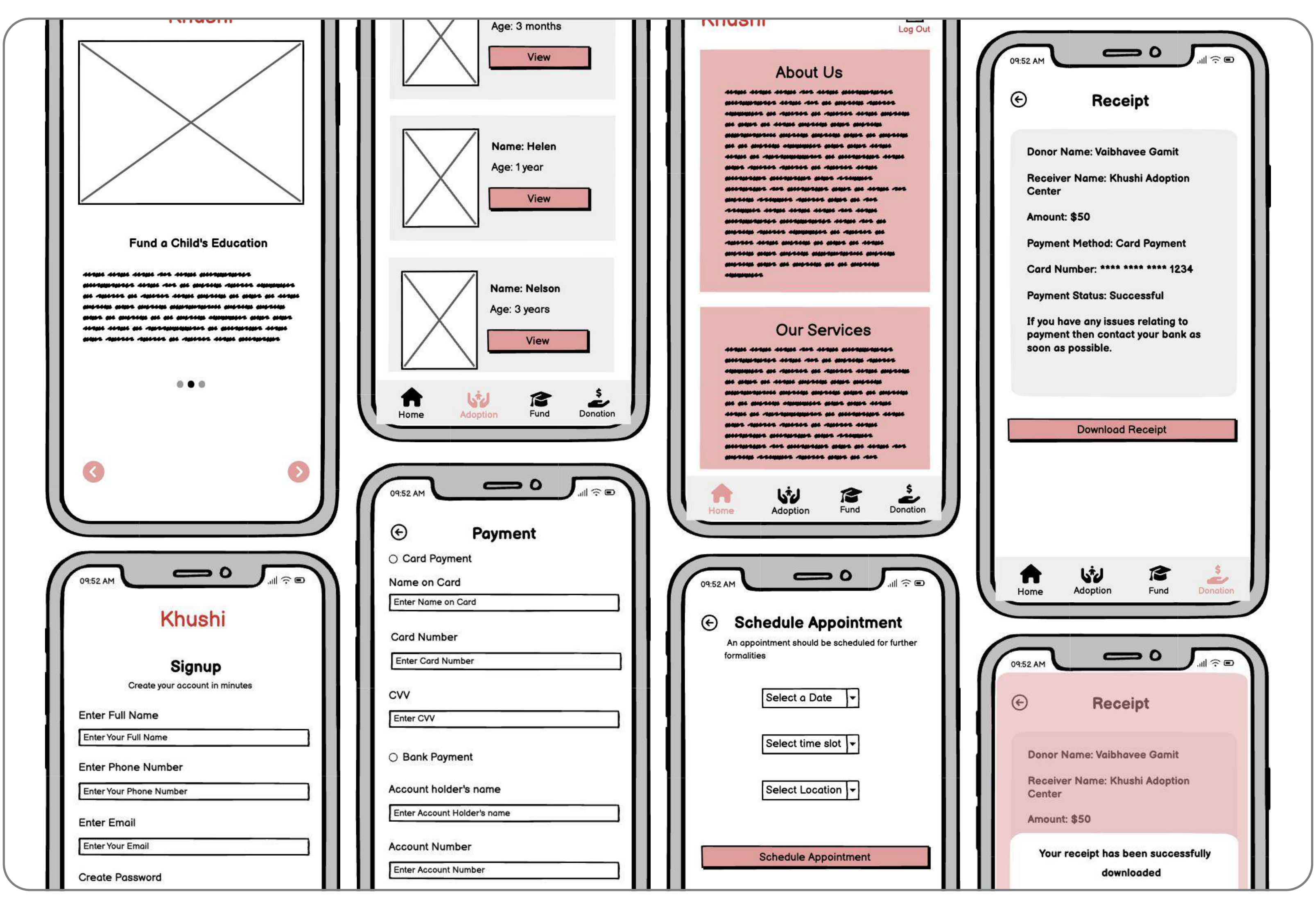
Low fidelity design was created using balsamiq tool.



Here is the Mocqups Prototype link: Balsamiq Link

High-Fidelity Wireframes

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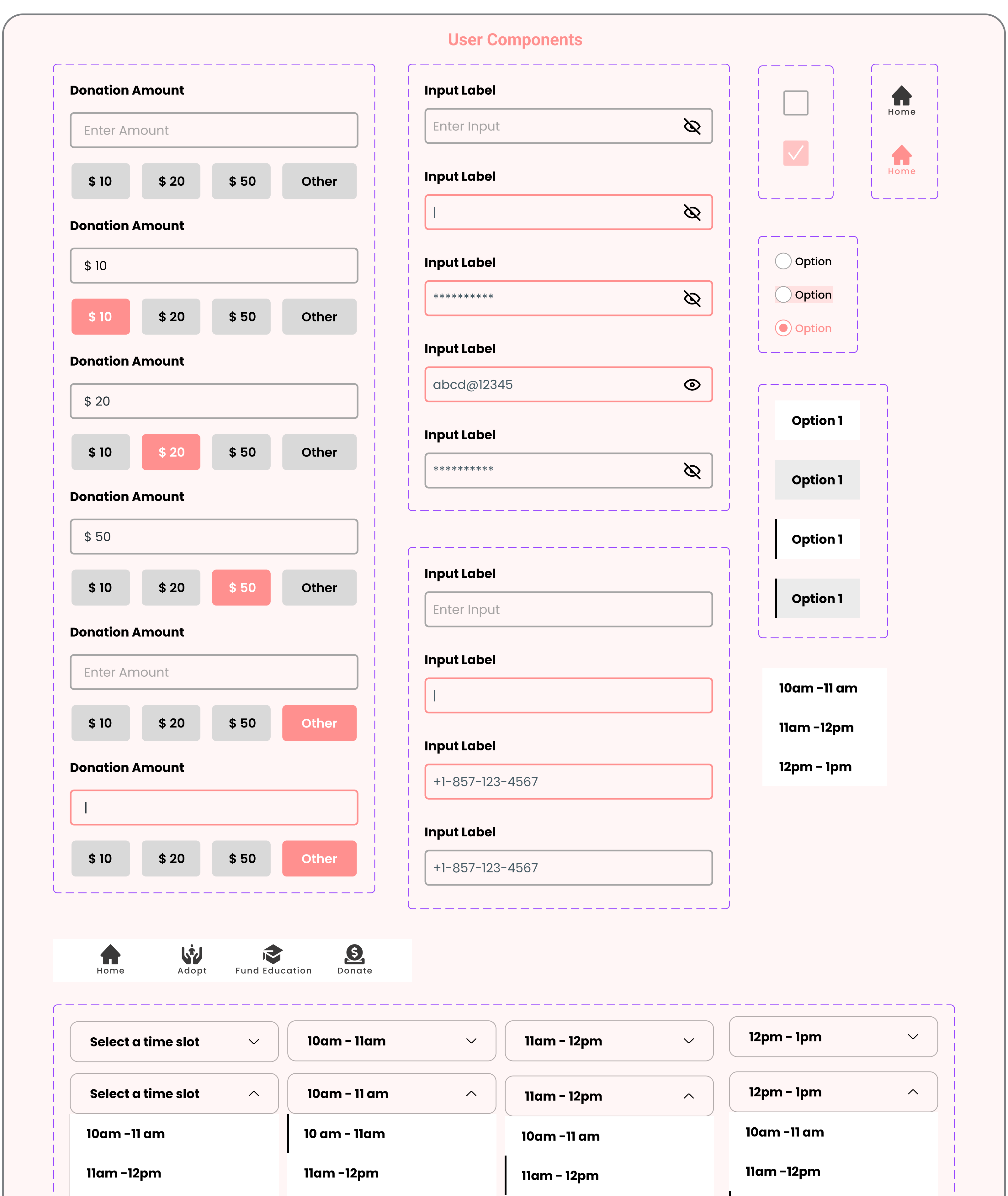

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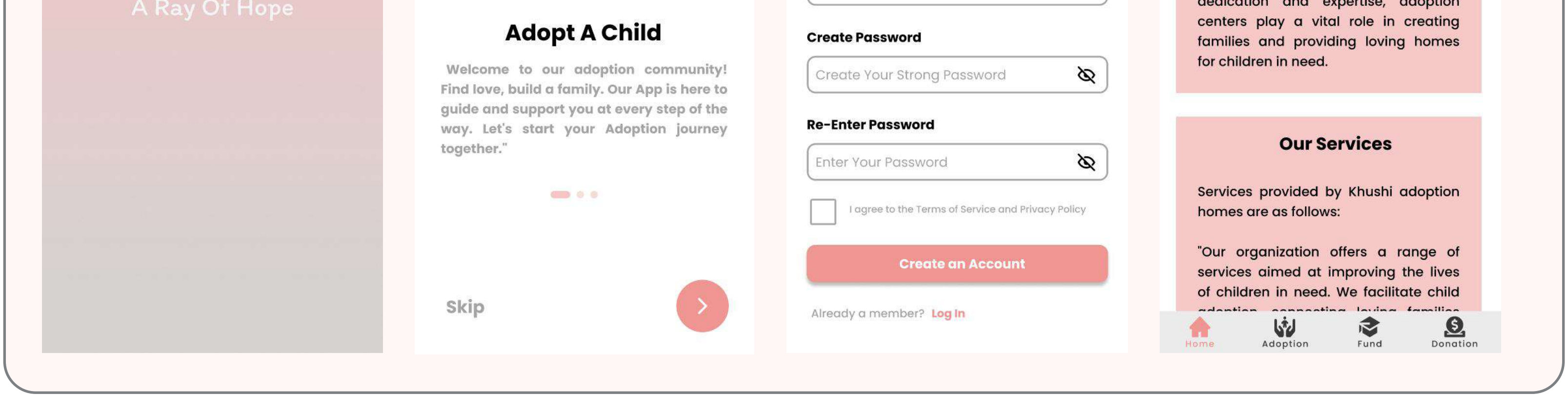
- Interactive Features: Indications of how interactive elements (e.g., buttons, menus) will function.
- Content: Real or representative content instead of placeholders.

They bridge the gap between wireframes and the final design, ensuring all visual and functional details are thoroughly planned.

High-Fidelity design was created using Figma.



Here is the Figma Prototype link: Figma Link

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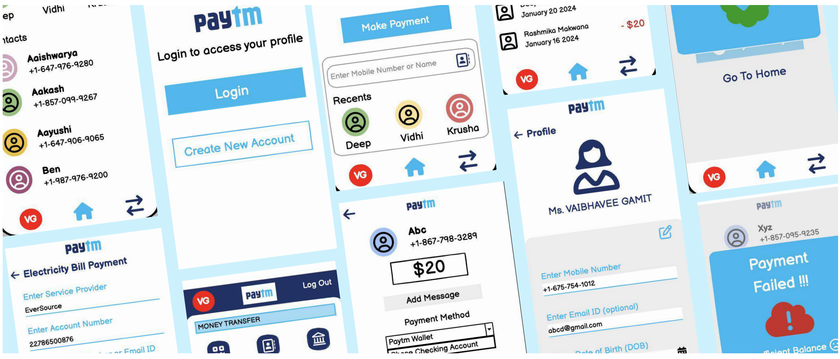
Paytm - Low Fidelity Design

Creating a low-fidelity design for the Paytm app involves sketching basic layouts and wireframes to outline core features. This process ensures a clear, functional foundation for the mobile application



Overview

The low-fidelity design for Paytm's mobile application, created using Balsamiq, involved developing basic sketches and wireframes to map out core functionalities and user flows. Utilizing Balsamiq's intuitive interface, the design focused on essential features like login, sign up, forgot password, payments using features like scan and pay, payment to mobile or contacts, bank transactions, streamline transactions and profile management, allowing for easy iteration and feedback collection. This approach provided a clear, functional blueprint to refine and enhance user experience before advancing to high-fidelity prototypes.

Project Details

Project Type : Personal Project

Duration : February 2024

Tools used : Balsamiq

Goals

The goal for creating a low-fidelity design for the Paytm mobile app was to outline core features, establish intuitive user flows, and validate design concepts. This process aims to identify and address potential user issues early, align stakeholders on the design direction, and provide a clear blueprint to streamline further development.

Design Systems

Colors used: Primary color - Sky blue(#12BFF2), Secondary color - Dark Blue(#1E346A) and tertiary colors - Black, white(#000000, #FFFFFF)

Typography: Font used - Comic Sans MS, Heading: 28, Sub-Heading 1: 24, Sub-Heading 2: 20

Screen Dimension: Iphone X(width: 444, height: 879)

Logo: For logo we have used the traditional logo of the brand. The logo is a simple logo which contains the name of the application in primary color which is used as brand identity.

Target Audience

General Consumers: Individuals using Paytm for everyday transactions such as bill payments using scan and pay, mobile recharges, and online shopping.

Tech-Savvy Youth: Young adults and students who prefer digital payments and cashless transactions for convenience and offers.

Merchants and Small Businesses: Business owners utilizing Paytm for receiving payments, managing finances, and accessing business-related services.

Low-Fidelity Wireframes

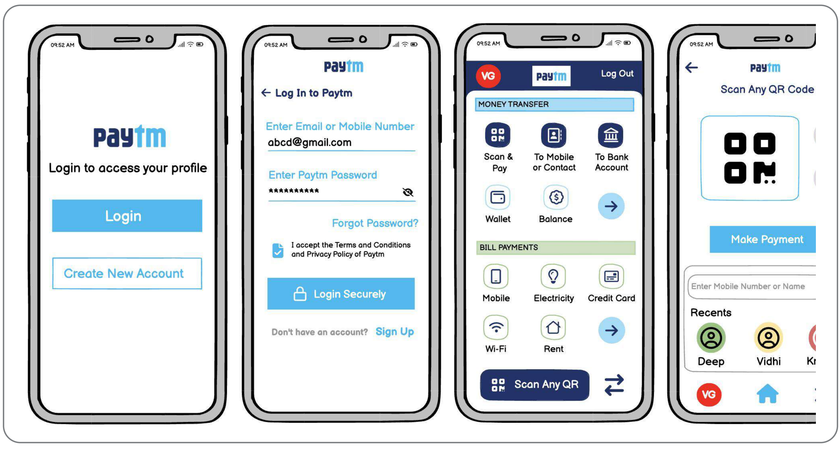
Low fidelity wireframes in UI/UX are basic sketches or digital outlines that represent the structure and layout of a user interface without detailed design elements. Low fidelity wireframes are quick to create and easy to modify, making them useful for early-stage design and brainstorming.

They focus on:

- Layout: Arranging elements like headers, footers, navigation, and content areas.
- Functionality: Indicating where interactive elements (e.g., buttons, links) will be.
- Hierarchy: Showing the importance and relationship between different sections.

The features provided are designed in the prototype are as follows: Payment using Scan and pay, payment using mobile or contact details and bank accounts, bill payments like electricity, wifi, rent, maintaining app wallet, transactions, profile and check balance feature.

Low fidelity design was created using balsamiq tool.



Here is the Mocqups Prototype link: Balsamiq Link

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