# Vidushi Tiwari

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## Profile Summary

With **3+ years** of experience in designing user-friendly interfaces for web and mobile applications. Creative and detail-oriented, proficient in conducting user research, wireframing, prototyping, and creating visually appealing designs. My adeptness in project management and agile methodologies ensures timely and quality deliverables.

## Skills

- Design Tools: Figma, Adobe XD, Photoshop, Illustrator
- Prototyping & Wireframing: Balsamiq, InVision, Miro
- User Research & Testing: Usability testing, User Interviews, Surveys, Information Architecture
- Design Principles: Responsive Design, Accessibility, Interaction Design, Visual Design, HID

## Work Experience

**UI/UX Designer at Travelyaari - Feb 2022 to Present (2+ years)**

- **Wide Scale Experience Enhancement:** Led the complete UX and UI redesign of the KSRTC's online reservation platform, AWATAR 4.0, improving user satisfaction and driving record-breaking sales
contributing to a 40% increase in online bookings, highest since 2006 launch.
- **End-to-End Design Solutions**: Developed comprehensive digital experiences for Transportation (Customers & Goods) services, ensuring seamless functionality from initial user interaction to final booking and service execution with on time deliverables.
- **Cross-Functional Collaboration**: Worked closely with stakeholders and developers to ensure the delivery of user-friendly, accessible products for both B2B & B2C.
- **Usability Testing**: Conducted extensive user testing sessions to validate design decisions and improved product usability with customer feedback on the loop.

**UIUX Designer at Cleartrip - Aug 2022 to Oct 2022 (3 months)**

- **Client-Centric Design**: Collaborated closely with **Cleartrip** as a client, leading the design of their bus booking flow for the mobile application to enhance the user experience on interface.
- **Pioneered Seamless Bus Integration:** Initiated and lead the design of Bus Booking Interface for users and expanding the platform functionality for travelers.
- **Responsive & Accessible Design**: Ensured the design was fully responsive and accessible, providing a consistent and user-friendly experience across all devices.

**Intern Graphic Designer at Unfinance -  Oct 2020 to Mar 2021 (6 months)**

- **Community Engagement**: Designed user interfaces and graphics for India's leading community of millennial investors, increasing user interaction and engagement.
- **Graphic Design:** Developed marketing materials and digital assets, contributing to Unfinance's visual storytelling and brand growth.
- **Collaborative Projects**: Worked closely with content creators and marketing teams to align visuals with Unfinance's educational and marketing goals.

## Education

- UI/UX Design - Dropout Academy (July 2021 - Dec 2021)
- MA English Literature - PT. Shambhunath University (2020 - 2022)
- BA Economics - JDMC Delhi University (2016 - 2019)

## Honors & Awards

- State-Level Badminton Player: Competed at the state level twice, demonstrating athleticism, discipline, and teamwork.
- National-Level Music Competition: Secured 1st rank in a national inter-school music competition, showcasing talent and dedication to music.
- Fashion Model: Collaborated with various brands as a fashion model, promoting products and enhancing brand visibility.