

Riddhi Vaidya

User Experience Designer

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EXPERIENCE

Extentia, Pune, India — Product Designer

Feb 2016 - Jan 2018

- Worked as a full-time user experience evaluator with 18 brands
- Ran usability studies, diary studies, and participatory design exercises on a range of diverse products & services
- Conducted contextual inquiry to evaluate Australian education course's feasibility in India
- Created and updated the designs of 15 products and services — apps, websites, intra-organization portals
- Created prototypes of apps and websites
- Co-founded Extentia Monologues — a society for Extentia employees based on the concept of Toastmasters

Claas India, Mohali, India — User Experience Evaluator

Jan 2015 - June 2015

- Worked in Manufacturing Practices Department of CLAAS, India
- Conducted ethnographic research at every stage of the manufacturing process and collected qualitative and quantitative data for improving overall output of the manufacturing processes
- Updated process sheets based on data analysis and increased the process output by 7.5%

PROJECTS

Mary A. Rackham Institute — Contextual Inquiry

Based on contextual inquiry, recommending a system for conducting and evaluating academic success screenings for incoming freshman athletes at the University of Michigan

Toss your Trash — Interaction Design

Conducting research and designing Hi-fi prototype of an app which would educate people in Mumbai to segregate waste at source and motivate them to do so

The Feeder — Individual project, outside class

Conducting research and designing prototype of an app to let users buy leftover food from restaurants at a lower price at the end of the day

EDUCATION

University of Michigan, Ann Arbor Master of Science Information-Human Computer Interaction

Aug 2019 - March 2021

University of Washington, Seattle Summer Courses

June 2018 - Aug 2018

Indo-German Training Center, Mumbai Post Graduate Programme in Business Administration

Aug 2014 - Feb 2016

University of Mumbai, Mumbai Bachelor of Engineering – Instrumentation Engineering

Aug 2010 - May 2014

SKILLS

Design

Sketch
Illustrator
Photoshop
Adobe XD

Build

HTML
CSS
Python

UX Tools

Affinity diagrams
Personas
Scenarios
Heuristic evaluation

RELEVANT COURSES

Contextual inquiry, Design of complex websites,
Programming I - Python,
Interaction Design,
Fundamentals of Human Behavior, Culture and Concept - Anthropology, Topics in Design, Anthropology of Pop-Culture