



Vidhi Choudhary

PROFESSIONAL PROFILE

An empathetic designer providing a transparent and clear solution to one question 'How can the user accomplish their goal without any hurdles?'

I have always been keen to design delightful user-experience in digital products and understand what goes into making that product. I try to apply my learning until now and learn the nuances of the craft. Always looking forward to innovate and create change in a multi-disciplinary environment through collaboration.

<https://www.behance.net/vidhi52384c9bc>

CONTACT

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LANGUAGE

Hindi

English

Spanish

SOFTWARE SKILLS

Keyshot	Figma
Adobe XD	Sketch
Indesign	Cinema4D
Octane	AutoCad
Adobe Photoshop	Adobe Illustrator

AWARDS AND CERTIFICATIONS

- Udemey Certificate: UX Strategy Fundamentals
- Udemey Certificate: Web Accessibility - Best Practices tools and techniques
- Certified UX & UI Designer from Designboat UX and UI school.
- Awarded Most Outstanding Project for graduation project "A-range" by college
- Selected among the top 10 teams in the national level competition Dell Designathon
- Represented Pearl Academy as the research student on the popular television show "The Creative Indians"

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WORK EXPERIENCE

July 2022 - Present

Experience Designer - Senior Associate : My role includes producing high-quality UX design solutions through low fidelity sketches, medium-fidelity wireframes, interactive prototypes, user flow diagrams, and final UX specifications. Also includes discovery, research, and data synthesization to identify critical user insights and develop hypotheses to design effective experiences

August 2021 - July 2022

Assistant Manager - UX : Within my role, I was responsible for crafting UX strategies for different projects while conducting thorough research on user journeys and pain points that were relevant to each product's unique lifecycle. This involved working closely with the engineering team to ensure the successful delivery of high-quality, user-centered products that met and exceeded customer expectations.

March 2020 - August 2021

Product Designer : My work incorporated delivering customer and end-user centered user experiences and interfaces that build and enhance JD Omni Website and App. Understanding user interface problems and create design solutions that meet measurable business goals and requirements. To create process flows as needed to effectively conceptualize and communicate detailed interaction behaviours.

August 2019 - November 2019

Digital Designer: My work incorporated blending myriad of typography, visual design and page layout techniques to develop a digital catalogue. It aimed at creating a repository for all content, The Digihub Catalogue is a digital platform for mass uploading, of all the assets created, on this platform. This initiative aimed to present all the data in a more interactive and user friendly manner.

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INTERNSHIPS

March 2020 - April 2020

Digital design intern at Enactus IIT Delhi

May 2017 - June 2017

Product design intern at Folds design studio

January 2017 - May 2017

Product design intern at Isomorphic design LLP

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EDUCATION

● **2019**
Graduation (Product Design)
Pearl Academy, Mumbai

● **2015**
Junior College (Science)
Hiranandani Foundation School, Mumbai

● **2013**
Primary and Secondary School
Hiranandani Foundation School, Mumbai