

Work Experience

(Total and Relevant Exp : 10+ Years)

- Intuit - Senior Product Designer

- December 2024 - Till Now

Project : Tracker Hub

- Led design across multiple phases, securing Director-level approval and moving into active development.Structured documentation of design decisions reduced onboarding effort for new team members

Tax Exemption - Quickbooks

- Owned end-to-end Figma design covering request flow, certificate states, error screens, and embedded accountant widget.
 - Delivered designs within tight timelines while adhering to Intuit standards and maintaining quality

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Credit Saison India - Product Designer

- November 2022 - November 2024 (2 years)

Project: Loan Origination System (LOS)

- I **automated the workflows** of a Loan Origination System (LOS) by integrating it with **third-party applications and automating the reading of files** received **from various sources and removing the manual processes**.
 - I began this project by **conducting expert reviews and comprehensive usability evaluations** to assess design effectiveness at both the feature level and across the entire product. Through **thorough primary and secondary research I identified 35+ manual processes causing user frustration and delays in total turn around time (TAT) of** each loan application.
 - I **automated 6+ processes, which reduced manual work by 50% for key user groups and increased overall efficiency by 70%. I also developed human-centred designs**, creating user personas, optimising task flows, and refining the information architecture to enhance the user experience.

Credit Saison's LOS Application: [LOS Research/UX/UI Case Study](#)

Credit Saison's Customer Facing Application: [Usability Testing Case Study](#)

Other Responsibilities: Build Design System and Contribute to Organisations's UX maturity.

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IBM - UX/UI Designer

- May 2019 - Sept. 2022 (3 Years 4 Months)

Project: Plant Logistic Tracking System (Client Place Mercedes)

- Developed an **end-to-end UX and UI solution** for a legacy application, modernising it by aligning user needs with business objectives.
 - Optimised user journeys**, established an intuitive **information architecture**, and designed **customisable features** and wireframes.
 - Defined visual aesthetics by creating comprehensive style guides and delivering innovative visual design solutions for the product.

IBM Design Thinking:

Leveraging IBM's Design Thinking framework, including the Observe, Reflect, Make methodology, to **guide internal and external clients in creating innovative business solutions**. Additionally, this approach has been instrumental in **pitching new projects**, thereby driving organisational business development.

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Tata Elxsi - Visual (UI) Designer

- Jun 2016 - May 2019 (2 years 11 Months)

Project: QMIIX - Workflow Automation Platform.

- Defined the visual identity and branding for the Qmiix** product, creating a **unique brand identity and market position**. Crafted distinctive designs using design methods like "Design inception worksheet", "mood boards", "style guide", and **"the concept of humanizing the product"**.
 - Implementing visuals across **web, Android, and iOS platforms** using agile project methodology.
 - Recognised with a **Bravo award** from the organisation for this project.

QMIIX UI Case Study: [QMIIX: Workflow automation platform](#)

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Rasbor - Associate Designer

- Aug 2015 - Apr 2016 (9 Months)

Designed visual assets and graphics for e-commerce platforms [Elaanstreet.com](#) , [Mebly](#), [Sakhifashions.com](#) , [Mandi5](#) to enhance brand identity and user experience.

Mentorship Experience.

AND Academy: Design Mentor - May 2023 - July 2023 (3 Months)

Provided one-on-one coaching and case study reviews to aspiring UX and UI designers.

ADPList: Active UI/UX Mentor.

Completed 25 plus sessions and 1000 plus minutes, guiding designers transitioning into UI/UX.

Education

Bachelor of Engineering /VTU University Karnataka, India.

Honorables Mentions & Certifications

HFI CUA Certification https://www.credly.com/badges/69419304-d5e6-4219-b1b7-a5d96a528d1f	Service Design Thinking by HFI https://www.credly.com/badges/153d105c-5a8d-47ff-b4ed-0358de2b3bd8
IDF Learning https://www.interaction-design.org/members/vidyatodakar	IBM Learning https://www.credly.com/users/vidiyashree-todakar.9602bc3c

AI Certificate Mastery Program

Coursiv - In Progress

Expected Completion: 30/10/2026

Actively exploring AI tools across the full design lifecycle — from research and competitive analysis, through ideation and visual design generation, to rapid prototyping, stakeholder collaboration, and design-to-development handoff — to accelerate UX workflows and decision-making.

Design Skills

- Design Strategy & Vision

- Task Flows

- User Journeys

- Information Architecture

- Wireframes

- Concept Sketching

- Visual Designs

Research

- User Interviews

- Data Analysis

- Persona

- Empathy Mapping

- Usability Testing

- Heuristic Evaluation

- Usability Quotient

Service Design

(Beginner)

- MVP Canvas

- Ecosystem Modelling

- Multirole Persona Creation

- Generating Tactical and New Product Ideas

- Identifying Opportunity Points

- Requirement Gathering & Analysis

- Customer Journey Map

- Service Blueprint

Design Management

- Analysing Type of Project

- Applying Research Methods

- Design Estimation

- Sprint Planning

- Quantifying Design ROI

- Creating PoCs and MVP

Prototyping

- Adobe Suit (Xd, AI, PS, AE)

- Figma

- Sketch

Platforms Designed For

Proficient In

- Web Applications and sites
 - Android and iOS Mobile

Intermediate In

- TV Apps (Large screens)
 - Wearable Devices (Smaller screens)
 - Kiosk