

Vidyashree Todakar

User Experience Designer

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Portfolio: www.vidyatodakar.com

Work Experience (Total and Relevant Exp : 9 Years)

● Credit Saison India /UX Designer

November 2022 - Till date

Loan processing web application (On going project)

- I am currently working on **automating the workflows** of a Loan Origination System (LOS) product 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)**
- **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, optimizing task flows, and refining the information architecture to enhance the user experience.

I am also responsible for contributing to **UX maturity** of organisation, setting up right UX processes and **conducting trainings**.

IBM /UX Designer

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

Mercedes: Plant logistic tracking system:

- 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.

Tata Elxsi /Visual (UI) Designer

Jun 2016 - May 2019 (2 years 11 Months)

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.

Rasbor /Associate Designer

Aug 2015 - Apr 2016 (9 Months)

For e-commerce platforms including Elaanstreet.com , Mebly, Sakhifashions.com , Mandi5:

- Designed **visual assets and graphics**. Supported development team by delivering visual designs according to front end frame work used in above mentioned sites.
- Designed **logos, icons, banners, and illustrations** to enhance brand identity and user experience.

Education

Bachelor of Engineering /VTU University Karnataka, India.

Honorable Mentions & Certifications

HFI CUA Certification

<https://www.credly.com/badges/69419304-d5e6-4219-b1b7-a5d96a528d1f>

IDF Learning

<https://www.interaction-design.org/members/vidyatodakar>

Service Design Thinking by HFI

<https://www.credly.com/badges/153d105c-5a8d-47ff-b4ed-0358de2b3bd8>

IBM Learning

<https://www.credly.com/users/vidyashree-todakar.9602bc3c>

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

- Web
- Android and iOS Mobile
- TV Apps
- Wearable Devices
- HMI
 - Car Infotainments
 - Coffee Machines