

# Vidyashree Todakar

User Experience Designer

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Portfolio: [www.vidyatodakar.com](http://www.vidyatodakar.com)

## Work Experience

### ● Credit Saison India /UX Designer

November 2022 - Till date

Loan processing web application

- Conducted usability evaluation of the application using heuristic evaluation, VIMM model and also evaluated current usability quotient value of the product.
- Led and conducted extensive user research covering multiple user groups by applying one-to-one user interviews and focus groups.
- Research sensitises and stakeholder alignment on the insights.
- Showing stakeholders ROI of design.
- Currently in process of early stage of redesigning of this product.

### ● IBM /UX Designer

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

Mercedes: Plant logistic tracking system:

- Created end to end solution (UX and UI) for legacy application.
- Modernised legacy web application by understanding user needs and business goals.
- Optimised user journeys, created information architecture, customisable feature solutions and wireframes.
- Defined visual aesthetics and provided solutions in-terms of style guide and visual designs.

IBM Design Thinking:

Implementing IBM's Observe, Reflect, Make framework, to help IBM internal and external clients to provide innovative business solutions. And to pitch new projects for organisation's business development.

### ● Tata Elxsi /Visual (UI) Designer

Jun 2016 - May 2019 (2 years 11 Months)

QMIIX: Workflow automation platform.

- Set the visual direction, overall look and feel and branding of the Qmiix product.
- Coming up with unique visual designs by using "Design inception worksheet", "mood boards", "Style Guide" and concept of "Humanising the products"
- Designed visuals for cross platforms web, android and iOS mobile in agile project methodology.
- Received bravo award for this project from organisation.

### ● Rasbor /Associate Designer

Aug 2015 - Apr 2016 (9 Months)

E-commerce platforms: [Elaanstreet.com](http://Elaanstreet.com) , [Meby](http://Meby.com), [Sakhifashions.com](http://Sakhifashions.com) , [Mandi5](http://Mandi5.com)

- Created visual designs and supported development team with assets required.
- Created logo, icons, banners and illustrations.

## Education

Bachelor of Engineering /VTU University Karnataka, India.

## Honorable Mentions & Certifications

HFI CUA Certification.

Completed. Preparing for exams

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/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 opportunities 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