Vidyashree Todakar

Senior Product Designer

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Work Experience (Total and Relevant Exp : **11** Years)

Intuit - Senior Product Designer - December 2024 - September 2026

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

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.

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.

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**

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.

Honourable 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/vidyashree-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 Suite (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