



Vidhi Sanghvi

Product Designer | San Jose, California

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Innovative Product Designer with 7 years of experience solving digital and physical design challenges in B2B and B2C SaaS apps. Expert in crafting AI-Driven apps focusing on user-centric interfaces, scalable design systems, and data-driven insights to boost engagement and achieve business goals. Let's turn ideas into intuitive, impactful designs.

Experience

Stealth AI Startup | Product Designer (*Mobile App, Gen AI, User Productivity, Management*) **Oct 2024 - Present**

- Defining the end-to-end product vision for a cognitive AI solution, aiming to improve user recall of key tasks by estimated **25% and increase task completion rates by 10%**.
- Built the brand image and design systems 0 to 1 (mood boards, brand library, logo), ensuring **100%** project consistency.

Rangam | UX/UI Designer (*Web App, HR Management, Healthcare, Recruitment*) **May 2024 - Oct 2024**

- Created B2B SaaS HR interfaces with AI-driven resume building and recruitment recommendations, resulting in a **50% faster hiring cycle and 4.8 FSAT (Feature Satisfaction) score**.
- Redesigned the partner employee accommodation request flow and email templates, leading to a **8% increase in completed requests** and a **20% decrease in processing time**.
- Designed HR dashboards (ticket management, job applications, site visitor performance), boosting **user engagement by 35%**.
- Led accessibility and inclusive design initiatives, achieving **100% WCAG AA compliance** for neurodivergent users.
- Established a design system that **reduced development time by 30%** across a suite of Rangam products.

Univenture Studios | Lead Product Designer (*Mobile & Web apps, Fintech, Edtech*) **Apr 2023 - May 2024**

- Strategized and designed **StartupSphere marketplace**, a platform estimated to **increase revenue by 4.5% (\$15K annually)** and **engagement by 20%** by connecting businesses with investors.
- Led user research and customer calls, which identified low-quality business plans and a static landing page as the primary factors in StartupSphere's declining conversion rate (~3.04%).
- Created an **AI-driven onboarding flow in StartupSphere** that streamlined business plan generation, **doubling the conversion rate to 6.25%** and contributing to a **2x increase in user base**, along with a modernized landing page.
- Designed **Minute Memos** to **save users 12 minutes a day** with AI-powered 60-second email summaries (**NPS: 72**).
- Designed and iterated on AI-powered edtech tools like **Kid Wiz (personalized learning)** and **Create a Course (automated course generation)**, achieving a **14% workflow efficiency** gain through data analysis.

Upview | Product Designer (*Web apps, AI, Influencer Marketing, Social Media, Content Creation*) **Jan 2023 - Apr 2023**

- Led design for an AI-powered influencer marketing SaaS platform that helped influencers acquire **18% more clients**.
- Iterated designs on a video bulk optimization tool to **boost influencer views by 23%** through contextual tag suggestions.
- Revitalized their visual identity through rebranding, a new design system, brand library, and marketing support.

Freelance | UX/UI Designer (*Mobile & Web apps, AR/VR, Social media, Healthcare*) **Dec 2022 - June 2024**

- **Think Round**: Created metaverse designs for culinary experiences & virtual meetings, increasing overall **engagement by 7%**.
- **Panpalz**: Led designs for 30+ mobile screens from research to high-fidelity mockups, leveraging motion design, animation, and gamification to boost user engagement. Contributed to a design system team, ensuring **100% pixel-perfect**, visually consistent, and accessible user experiences.
- **Catch-a-fire**: Developed, created and audited websites, leading to a **cost-saving impact of \$21,093**.

Tearch | UX/UI Designer & Lead Design Architect (Web apps, Architecture Design, Real Estate) Jul 2018 - Dec 2022

UX Designer & Lead Design Architect (Web Design, 3D visualization, Team Management) Jul 2021 - Dec 2022

- Led a 5-person (3 arch, 2 eng) team, delivering **60+ projects** on time and budget, including major architectural projects.
- Secured government approvals for architectural designs (**ranging from \$75K to \$12Mn**) while ensuring compliance with regulatory standards and zoning laws.
- Designed the company website and built brand awareness, which led to new opportunities from increased website traffic .
- Created a management portal for architects, achieving a user satisfaction **rating of 4.7** and improving in-flight project tracking.

Senior Design Architect (3D Design, User Research, Liaisoning & Government Approvals) Jan 2020 - July 2021

- Resolved complex design challenges by utilizing 3D modeling, engineering drawings, and mapping software to create accurate and compliant architectural plans.
- Conducted regular site visits (at least 2 times per site) to ensure design integrity and construction quality.
- Build strong relationships with contractors and suppliers for efficient project execution.

Junior Design Architect (Design Visualization, 3D Modelling, Project Delivery) July 2018 – Dec 2019

- Designed residential, commercial, and institutional projects, creating 3D models and presentations to visualize the designs.
- Collaborated with senior architects to refine designs and ensure successful project outcomes.

Skills

Tools: Figma, FigJam, Visio, Lucid, Adobe XD, Sketch, Adobe Creative Cloud, Photoshop, Illustrator, InDesign, InVision, Canva Pro, Miro, Storybook, Wordpress, Wix Studio, Framer

Core UX/UI Design: Web App Design, Mobile App Design, UI Design (User Interface), Visual Design, Product Design, Design Systems, Information Architecture, Wireframing, Prototyping, Responsive Design

User Research and Testing: User Research, Competitive Analysis, Usability Testing, Heuristic Analysis, A/B Testing, Card Sorting, Design Sprints and Brainstorming.

Specialized Design Areas: AI Driven Designs, Fintech, Healthcare, HR Management, Edtech, Social Media Platform, Productivity apps.

Programming technologies: HTML, CSS, JavaScript, Tailwind, Bootstrap, CMS.

Architectural tools: AutoCAD, Revit, 3ds Max, Lumion, SketchUp

Soft skills: Cross-functional collaboration, Gathering user feedback, Storytelling, Visual Communication, Empathy towards customers, Problem solver, Critical thinker, Detail-oriented, Attention to detail, Meeting business objectives, Active listener, Conflict resolution, Time management and project delivery.

Education

University of California Santa Cruz | Specialization in User Experience & Web design **2023 - 2025**

Google UX Design | UX Design Professional Certification **2022 - 2023**

University of Mumbai | Bachelor of Architecture **2013 - 2018**

Awards

- Gold Medalist (2013 - 2018)
- 1st Award for Academic Excellence(2016-2017)
- Charles Correa Gold Medal for Architectural Designing (2013-2018)