

# VAISALI K.S

UX Designer

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[Portfolio Link](#)



## PROJECTS

**Listener App**, UX Designer, Sep 2023 - Oct 2023

User research | Competitive analysis | User needs | wireframing | prototyping | Usability testing

A self initiated project of an android app that enhances the user experience to create a more intuitive and empathetic platform with financial aid and convenient scheduling and rescheduling for individuals seeking mental health support.

**CelestiaSkin responsive web design**, UX Designer, Oct 2023 - Nov 2023

User research | Responsive website | Accessibility | User needs | wireframing | prototyping | Iterations | Usability testing

A self initiated project of a skincare responsive website accessible from desktop or mobile which focuses on minimalistic design and consumer education at it's core.

**Observe: The Design System**, UX Designer, Nov 2023 - Dec 2023

Typography | Color pallet | Consistency | User testing | Iterations | UI Components | Brand Guidelines

I created a design system for Listener app and CelestiaSkin website which is a comprehensive and cohesive set of guidelines, components, patterns, and assets that are systematically organized and documented to ensure consistency, efficiency, and unity across all aspects of a product's design.

## EXPERIENCE

**Federal Bank**, Probationary Officer, May 2022 - June 2023

Customer First Approach | Analytical skills | Customer research | Collaboration | Cross Cultural Team Management

**Kondayapalayam Rural Branch**

Primary role focused on business development initiatives and conducting comprehensive customer research to drive growth in the rural banking sector and promote financial literacy.

**Tirupur Urban Branch**

My role was integral in maintaining high standards of customer satisfaction and increasing customer retention. I employed a customer-first approach and actively listening to customer feedback and collaborating with the team, addressing any gaps in service delivery and improving the overall customer journey.

## INTERSHIPS

**Reliance Industries Ltd**, Market Research and Design Intern, June 2021 - Aug 2021

Website Framework | Primary Research | Secondary Research | Prototyping | Iterations | User centric design | Cross Functional Team Collaboration

To research, ideate and generate engaging & innovative content for an enriching digital customer experience for HEXaREL™, strategically aimed at creating a long-term Competitive Advantage for the brand

**Ippy Wellbeing**, Business Developer and Digital Marketing Intern, April 2021 - June 2021

Business Development | Customer research | Market research | Survey & Interviews | Lead generation | Communication & Negotiation | Cross Functional Team Collaboration

- Executed re-branding, lead generation, market research; grew the client base by converting 2 schools for a 6 months tie up by generating leads, effective communication skills and negotiation.
- Developed a marketing plan via marketing research; created 12 copies for 3 advertising campaigns which generated 90 new members for the free webinar provided by the company, increasing customer entry by 91% within 6 months and provided editing services and successfully ensured that online copies were 92% optimized for search engines.

## EDUCATION

Google UX Design Professional Certificate |  
Coursera University | 09-2023 - 12-2023  
MBA in Marketing | Amrita School of Business |  
2020 - 2022  
BA in English Hons | The Maharaja Sayajirao  
University Of Baroda | 2017 - 2020

## Software Skills

Figma  
Canva  
WIX  
Lightroom  
CapCut  
Filmorago  
Excel

## Interaction Skills

User research  
Persons  
Storyboarding  
Wireframing  
Prototyping  
User testing

## Visual Skills

Illustrations  
Drawing  
Sketching  
Video-editing

## Research Skills

Interview  
Usability testing  
Competitive analysis  
Qualitative research  
Survey  
A/B testing

## Hobbies

Photography  
Video editing  
Sketching & Doodling  
People Watching

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Design Portfolio