

Vaishnavi Newaskar

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Product Designer with 3+ years of experience in scaling complex B2B and B2C platforms. Expert in the end-to-end design lifecycle, from rigorous UX research to polished interaction design & user testing in agile startup environments. I combine analytical research with a creative background in visual storytelling to translate user needs into scalable product solutions.

WORK EXPERIENCE:

UX Researcher | UI UX Designer, CX by Design (Human Centred Design Agency), Remote, USA Jul 2025 – Feb 2026
Client – **REL Acoustics** (E-commerce)

- Reduced desktop and mobile drop rates by 10-15%, as measured by monthly/quarterly heatmap analyses of 50+ Hotjar heatmaps to identify behavioural trends, generate actionable recommendations, and guide A/B test optimisations.
- Transformed survey recommendations into a feature-rich redesign (developed post-launch wireframes), implementing interactive placement tools and contextual product suggestions to guide users from technical setup to purchase. (to bridge the gap between user needs and technical feasibility).

Client – **TRIC Robotics** (Agricultural Technology & Robotics)

- Spearheaded the end-to-end design lifecycle for Tric Robotics within an Agile framework, developed & delivered a scalable site map, content strategy, and mid-fidelity wireframes for the entire platform through rapid iterative sprints.
- Transformed complex business requirements into intuitive user flows by conducting deep-dive audits, stakeholder interview and competitive analysis to inform a streamlined interaction model, ensuring seamless handoffs to engineering teams.
- Facilitated cross-functional collaboration during sprint planning and reviews to align the redesigned Information Architecture with both customer intentions and evolving technical constraints.

Client – **Pony Box Dance Theatre** (Entertainment)

- Informed product strategy insights to optimise website performance & offline presence by designing and executing stakeholder surveys (Typeform), conducting interviews (Fathom.ai), creating user personas, and conducting heuristic competitive analysis.
- Translated stakeholder & customer insights into data-driven user personas by conducting thematic analysis of interview data, ensuring upcoming Figma wireframes are grounded in validated user needs and business goals.

UI UX Researcher & Designer, New York Institute of Technology, New York, USA Jan 2024 – May 2025

- Increased the task success of Zara's digital product by 30% by redesigning the IA using Figma through a mixed-method research approach. (Thesis project)
- Facilitated efficient workflows and creative output for 55+ participants by leading workshops on 20+ AI tools relevant to UX Design and UX Research, demonstrating interpersonal and collaborative skills.

Product Design Intern, Tap'n (Tech Startup), Remote Sep 2024 – Jan 2025

- Validated wireframes & strengthened user trust and security in key product features by conducting A/B testing with 20+ participants.
- Increased user satisfaction by 40% via usability testing with 50+ recruited users using prototypes.
- Informed product development by synthesising usability insights and delivering actionable recommendations to a cross-functional team (product owners, technology consultants, and developers) to achieve measurable customer experience outcomes.

User Research Intern, FinCity (Blockchain Startup - Gamified AI-powered Finance), Remote Jun 2024 – Sep 2024

- Defined the strategic roadmap for a gamified AI finance platform by identifying engagement triggers for crypto-native users through generative research and competitive analysis.
- Authored data-driven user acquisition plans and presented findings to executive stakeholders to align the team around a unified product vision.

UI/UX Designer, NLPL (Logistics/supply chain), Remote Aug 2022 – Jan 2024

- Reduced bounce rate by 48% on NLPL's B2B website by conducting a comprehensive UX audit to identify and resolve 15+ critical design deficiencies, enhancing navigation and findability and improving engagement for business clients.
- Improved platform performance by 40% by planning and conducting evaluative research (heuristic evaluations, moderated interviews, and creating personas) in an agile environment, directly solving user pain points, and delivering redesign recommendations to stakeholders.

SKILLS & TOOLS:

Research & Testing - User Research, Usability Testing, A/B Testing, Diary Studies, Card Sorting, Tree Testing, Heatmap Analysis.

Design, Prototyping & Technical- Wireframing, Prototyping, Interaction Design, HTML, CSS, Google Analytics.

Tools: Figma, Figjam, Optimal Workshop, UserTesting.com, Hotjar, Qualtrics, Maze, Miro, Jira, Adobe Creative Suite, Premiere Pro.

Core Strengths: AI-Powered Research & Design Tools, Cross-Functional Collaboration, video Editing & content strategy.

EDUCATION & CERTIFICATION:

- Master's in UI UX Design & Development, New York Institute of Technology, (GPA - 3.97) Scholarship Awardee Jan 2024 – May 2025
- Bachelor's in Art, Srishti Institute of Art, Design & Technology May 2015 – Jun 2019
- Agile UX Research, LinkedIn Learning Jul 2025