

Vaishnavi Newaskar

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EDUCATION:

- MA in UX/UI Design & Development, **New York Institute of Technology, New York, USA** Jan 2024 – May 2025
- B.CrA in Design & Contemporary Art Practices **Srishti Institute of Art, Design & Technology, India** Jun 2015 - Jun 2019

SKILLS & TOOLS:

Research Skills - Surveys, User Interviews, Diary Studies, User Journey Mapping, Card Sorting, A/B Testing, Usability Testing, User Analytics.

Design Skills - Ideation, Wireframing, Prototyping, Information Architecture, Content Strategy, Conversational AI.

Tools - Optimal Workshop, User Testing, Qualtrics, AI for Content (Claude, Chat GPT, Gemini), Figma, Sketch, Miro, Visily, Adobe Creative Suite, AI for User Testing (Attention Insight, Clueify), Notion, Google Workspace (Docs, Slides, Sheets, Analytics, Forms), Voiceflow, Alexa.

Technical skills - HTML, CSS, JavaScript. **Coding Tools** - Glitch, GitHub, Visual Studio code.

EXPERIENCE:

UX Researcher & Designer Intern, [Tap'n](#) (Technology, Information & Media company), New York, USA Sep 2024 – Jan 2025

- Conducted secondary research (on how people find out what's going on in their neighbourhoods) to understand user needs & their behaviours and competitors to design wireframes.
- Illustrated low-fidelity wireframes.
- Developed a researched plan & Conducted AB testing, analyzed data-driven insights, enabling a 30% faster decision-making process for product improvements.
- Collaborated with cross-functional teams, contributing to a 20% reduction in usability issues through user-centered design enhancements.

UX Researcher Intern, [FinCity](#) (Blockchain - Gamified AI-powered Finance) Dubai (Remote) Jun 2024 – Aug 2024

- Conducted in-depth research into user motivations, including crypto incentives like airdrops, and analyzed how platforms like Telegram are used for community building and communication in the crypto space.
- Investigated the impact of Telegram "tap-on" games on user behaviour in financial apps, synthesising key insights to inform product development.
- Designed quantitative (surveys) & qualitative research (interview, focus group) questions.
- Developed innovative user experience strategies and generated actionable recommendations for product improvement.

Research Assistant, [New York Institute of Technology](#), New York, USA Jan 2024 – May 2024

- Led a collaborative research project with the Peccioli Council, leveraging Stable Diffusion and ComfyUI to design an AI-powered video rendering interface, crafting precise text prompts to guide AI in generating innovative visual outputs.
- Successfully exhibited the project at the esteemed Sustain Art Exhibition in New York and Milan, demonstrating the potential of AI in creative applications and garnering 50+ positive feedbacks from industry professionals and the public.
- Hosted workshops introducing 20 AI tools (UXD, UXR, UI, Content, PD & PM) and their use case for 25+ students.

UX Designer, [NLPL](#) (Logistics & Warehousing Company), Pune, India Jan 2023 – Jan 2024

- Redesigned the company's digital platforms, improving user engagement by 35% and reducing drop-off rates by 20%.
- Conducted user research and usability testing, leading to a 25% increase in task efficiency for logistics partners.
- Collaborated with developers and stakeholders, enhancing operational efficiency and boosting customer satisfaction scores by 20%.

Film Assistant Director, [Bollywood](#), Mumbai, India Dec 2019 – Feb 2023

- Worked on 6 Films with 6 directors & production houses with 1000+ people from different backgrounds.
- Managed 5+ pre-production tasks, including script analysis, breakdown, and coordination with actors, streamlining workflows for efficient execution. (*Project Management Skills*)
- Resolved on-set challenges, demonstrating adaptability and problem-solving to ensure smooth and successful productions.

PROJECTS:

- **Improving the User Experience of Zara's Website (Thesis Project 2025)** Present
 - Through surveys, interviews, Heuristic Evaluation, card sorting & keeping Web Content Accessibility Guidelines (WCAG) 2.2 in mind, I am trying to enhance customer satisfaction, engagement & conversion rates by improving site structure, refining search functionality, and ensuring an inclusive design.

HACKATHON, CERTIFICATION, AND COURSES:

- Google UX Design Professional Certificate, Coursera. Present
- MIT Hackathon 2025, Boston, USA Jan 2025
(We were a group of 5 people from different backgrounds, and we worked on a mixed-reality prototype designed to make music creation more accessible by eliminating the need for expensive or bulky equipment)
- UX UI & Graphic Design Certificate Oct 2023