

# Deepak Vaidya

Senior/principal Product designer

Portfolio: [DeepakVaidya.com](https://www.DeepakVaidya.com)

Email: [deepvaid@gmail.com](mailto:deepvaid@gmail.com)

Linkedin: [linkedin.com/in/dvaidya](https://www.linkedin.com/in/dvaidya)

---

Innovative Senior Product Designer with entrepreneurial roots and a passion for AI and digital transformation. Adept in leveraging UX metrics (HEART, SUS), design thinking, and collaborative stakeholder engagement to deliver impactful, user-centered products. Proven ability to manage comprehensive product design projects independently, driving strategic growth across E SaaS, Enterprise SAAS and E-Commerce and HealthTech industries.

---

## EXPERIENCE

### AuthBridge

Jun 2022 – Present

Sr. UX Manager

#### iBridge Background Screening Platform

- Conducted extensive user research, persona development, and journey mapping.
- Redesigned UX/UI, introducing innovative digital verification, increasing demo-to-conversion rates by 30%.
- Created comprehensive design systems, reducing design inconsistencies by 65% and design-to-development time by 35%.

#### OnboardX - Vendor Onboarding & Compliance Platform

- Independently designed a new compliance and onboarding solution, successfully acquiring 200+ new customers in three months.

#### AuthMAX and Corpveda.com

- Designed API connector hubs and marketplaces, streamlining integrations and enhancing customer experiences.

### IBO

May 2021 – Jun 2022

Lead Product Designer (Individual Contributor & Strategy Lead)

#### B2B eCommerce Platform

- Managed the end-to-end product design lifecycle from ideation to customer acquisition, reaching 10,000 customers within the initial launch phase.
- Developed advanced inventory and fulfillment management software with unique features such as partial returns and on-site delivery.
- Achieved 6% reduction in returns and an 8% upsell increase by aligning design with customer and business objectives.

### HealthKart.Com

Apr 2018 – May 2021

Sr. UX Architect (Individual Contributor & Product Owner)

#### Olime : B2B Reseller Platform

- Designed an innovative reseller platform that significantly reduced offline retail operation costs by 35%.

#### HealthKart App and Website Redesign

- Managed complete UX/UI overhaul, enhancing user satisfaction, increasing upsell/cross-sell opportunities by 8%, and reducing returns by 6%.

## EXPERIENCE

### Brand Migration Projects

- Led UX/UI migrations for MuscleBlaze and TrueBasics, significantly reducing development expenses by 72% annually.

### Early-stage Product Strategy

- Conducted extensive market research and strategy planning for new Health and wellness products like Gritzo and JustHer.

## Ameyo (Now Exotel)

May 2013 – Apr 2018

Manager Product Design And Growth

### Ameyo Fusion CX Platform

- Designed and optimized a comprehensive omnichannel customer support system, achieving a 300% improvement in conversion rates through rigorous A/B testing and UX optimization.
- Actively coordinated with stakeholders, ensuring the alignment of business, user, and technical goals.

## OTHER EXPERIENCE

## Tangence | Fortune 500

Apr 2012 – Jul 2013

Art Director | Web Design

## Showman

Jul 2009 – May 2011

Asst. Manager Digital Design

## Brandrive

Feb 2008 – Apr 2009

Founder, Chief Of Design

## SKILLS

### Design

UX/UI Design,  
Design Thinking  
Brand Strategy  
Product Management,  
User Story Mapping  
Information Architecture  
Accessibility  
Usability Testing,  
UX Writing

### Product Analytics

Insights synthesis  
Analytical Thinking  
Data Visualization  
Metrics settings  
UX Audit  
A/B Testing

### Leadership & Communication

Stakeholder Collaboration  
Cross-functional Team Leadership  
Mentoring & Coaching

## EDUCATION

Certified in Design for AI Systems Design — 2024

Certificate in Design Multi-AI Agent Systems — DeepLearning.AI, 2024

Certificate in User Experience Design — Interaction Design Society, San Diego, 2019

Master of Business Administration (MBA) — M.A.G. University, 2022

## TOOL KIT

### Design

Framer  
Webflow  
Sketch  
Adobe XD  
HTML/CSS  
Zeplin  
Adobe

### Artificial Intelligence

Lovable  
Replit  
Cursor  
Crew AI Agent Builder  
Midjourney  
Claude MCP

### Product Analytics

Atlassian  
Miro  
Notion  
Hotjar  
Optimizely  
Trello

## NOTABLE PROJECTS

### **Fusion CX**

Customer Experience Platform for Omnichannel Support  
Designed and developed a comprehensive CX platform facilitating seamless omnichannel customer support. The platform integrated various communication channels, enhancing customer satisfaction and support efficiency.

### **iBridge**

Employee Background Screening Platform  
Led the UX design for iBridge, streamlining the background screening process for employees. The platform's intuitive design improved user engagement and operational efficiency.

### **HealthKart**

Online Retail for Health & Wellness Products  
Redesigned HealthKart's online retail platform, enhancing user experience and increasing sales. The new design improved navigation, product discovery, and checkout processes.

### **Auth Design System**

AI-Enabled Unified Design System for AuthBridge  
Developed an AI-enabled design system for AuthBridge, ensuring consistency across products and accelerating the design-to-development process.

### **InsideSalesBox**

Inside Sales Cadence and Call Management Tool  
Designed a tool to optimize inside sales processes, including cadence management and call tracking, resulting in improved sales performance.

### **GrowthWise**

Automated AI-Enabled Financial Portfolio Manager  
Developed an AI-driven financial portfolio management tool, providing users with personalized investment strategies and insights.

For a comprehensive view of my work and additional projects, please visit my portfolio at [www.deepakvaidya.com](http://www.deepakvaidya.com).