

Deepak Vaidya

www.deepakvaidya.com

10+ Years of experience in Product Design, User Experience Design, and Human-Computer Interaction. Expertise in designing systems, spaces, products, and services from a user-centered perspective.

Eloquent in collaborating with product managers, startup founders, marketing strategists and software developers in agile teams. Skilled in identifying the right problem through Quantitative Analysis & Qualitative User Research, shaping ideas into tangible solutions through Rapid Prototyping, and testing the effectiveness of the solutions through various Usability Testing methods.

Has built comprehensive, multi-platform Design Systems for seed-stage to \$1B startups. Designed products across Web, Mobile, Tablet and Handheld Terminals for 7 million+ users across B2B SaaS product and Healthcare.

Key projects

Healthkart Consult, Olime, Ameyo Fusion CX, InsideSalesBox.com, EzadTv.com, Tripcam, Helpster, TrueValue Inc. Healthkart.com

HealthKart.Com Gurgaon

Feb 2019 - Till Now *Lead UX Architect*

Collaborating with product managers, business stakeholders, marketing strategists and software developers to build world class health commerce digital products

HK Consult - Build Healthkart fitness consultation Service platform with complete fitness & diet Tracker. Increased APP adoption by 30% with 40-50 Consultations each day

Loyalty Program - Creation of omni channel loyalty program for Web, app and retail customers increased customer retention rate by 20% and boosted revenue by 10%

BOPS - Pick up from store - BOPS, Buy Online Pick Up in Store, is a site-wide feature that allows customers to purchase items Online, and pick it up in store.

Olime- Complete design of B2B commerce platform for sports Nutrition, targeting retailers, fitness trainers & gym owners. Increased app adoption by 200%. reduced dependency on customer support by 40% .

Drishti-Soft Solution Gurgaon

Feb 2017 - Jan-2019 *Manager Product Design & Digital*

Jan 2013 - Feb 2017 *AM - UX & Visual communication*

Product Design & Management

Plan, Execute the end-to-end human-centred design process for Customer Experience & Engagement products

Ameyo Fusion CX: Enterprise level Customer Interaction Software with Helpdesk capabilities. with features like Power Dialer, Ticketing, Multi-channel Interaction with more than 2000 customers in 60+ countries

Inside Sales Box: The product is focused on inside sales reps who sell remotely or support, sales by warming up the lead. it involves the use of many features such as CRM, Dialer, Email & Social media

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DESIGN SKILLS

- Interaction Design
- Service Design
- Guerilla Interviews
- Contextual Inquiry
- Field Research
- Competitive Analysis
- Persona Development
- Heuristic (Expert) Evaluation
- Usability Focus Groups
- Card Sorting
- User Journey Maps
- User Walk-Throughs
- Usability Testing

TOOLKIT

Sketch, Invision, Jira
Adobe XD, Zeplin
UXpin, Illustrator, Photosh
shop, After Effects

SOFT SKILLS

A/B Testing, Agile, Scrum,
Product Management,
Development ,
Data Analysis KPI

MARKETING SKILLS

Content Strategy
Brand Management
Digital Marketing,
SEO,/SEM
Marketing-Automation

ANALYTICS TOOLKIT

Google Analytics, Hotjar
VWO,

MARKETING TOOLKIT

Hubspot, Marketo,
SemRush, MOZ

LANGUAGES

HTML, CSS, Javascript,
Python

Visual Skills

Illustration, Sketching
Typography
Product Photography
Videography
A/V Editing, After Effects

Visual Communication & Marketing

Increased organic traffic by 110% using best of SEO and Content Strategies

Improved conversion rate by 300% by A/B testing, optimizing customer journeys and using best User experience practices.

Supervise the Copy and Art team to conceptualize ideas to meet marketing goals for all digital marketing communications across brands

Implemented Marketing-Automation, Build lead generation and nurturing processes using HubSpot and created a sustainable lead funnel to generate leads and revenue growth.

Tangence Inc Noida, — *Sr. UI/UX Designer*

June 2013 - May 2012

- Provide wide range of marketing services exclusively to US-based customers. Clients range from fortune 500 companies to cutting-edge Silicon Valley startups. Its projects cover the entire spectrum of design collaterals (Web & UI UX), APP and Web development, direct and Online marketing.

Aequor, Gurgaon, — *Lead Web Designer*

Feb 2011 - May 2012

- Delivering all kind of digital and print promotion material for their Client (Naylor LLC) like Flash Animated Banner Ads, Reach Typographical Designs, E-Mailers, Landing Pages, Newsletters and Website Designing etc

Brandrive, Gurgaon, — *Founder, Art Director*

May 2007- March 2011

- Giving 360 design and branding services for clients like: ASF infrastructure, Bodycare, G-five, Micromax Knour India, Parshav-naath infra. Religare finance Etc.

Showman Events, Gurgaon, — *Graphic Designer*

May 2005- March 2008

EDUCATION

BBA

Chaudhry Charan Singh University

Interaction Design Foundation

User Experience & Human Computer Interaction

Arena Multimedia Delhi

Advance diploma in Digital Design & Media convergence

HubSpot

Certificate in Inbound & Content Marketing

Udmeay

Certificate Information Architecture (IA) Fundamentals