Vaidehi Kale

UX Designer

Dublin, IE || Visa: Stamp 1G Spousal (No sponsorship required)
+353 0894362198| vaidehikale25@gmail.com | [LinkedIn](#) | [Portfolio](#)

Summary

UX Designer with 3+ years of experience designing complex, data-rich digital products across web, SaaS, and mobile platforms. Skilled in Figma, design systems, and turning intricate workflows into clear, user-centered interfaces. Passionate about simplifying complexity through storytelling, visual hierarchy, and clean UI.

Skills

UI/UX Design: Visual Design (Wireframing & Prototyping), Design Systems, Design Reviews, Responsive Design, Accessibility
UX Research: User Research, Interviews, Workshops, A/B Testing, Usability Testing.
Tools: Figma, Framer, Sketch, Adobe XD, Figjam, Miro, Adobe Creative Cloud (Photoshop, Illustrator, InDesign)
Development & Collaboration: Agile, Lean, Jira, Developer Handoff, Cross-Functional Team Collaboration
Soft Skills: Stakeholder Management, Communication, Problem-Solving, Feedback-Driven Iteration, Presentation, Storytelling

Professional Experience

UX Designer - Contract | Gravitad | Dublin, Ireland   **10/2024-Present**

- Simplified complex SaaS workflows into intuitive dashboards, improving feature discoverability and reducing user friction.
- Created low to high-fidelity wireframes, mockups, and interactive prototypes in Figma to effectively communicate design solutions and gather early feedback.
- Collaborated with stakeholders, project managers, and developers in an agile environment to ensure seamless integration of design and functionality.
- Refined designs using A/B testing insights, aligning user needs with technical feasibility to enhance overall UX.

UX Designer | Digital Services - University of York | York, UK   **10/2023-10/2024**

- Optimised the attendance management system through user research, reducing workload by 15-20 minutes per employee across 1,270 users.
- Designed calendar features for the university's mobile app, used by 15,000 students, while adhering to the existing design system to maintain UI consistency across platforms.
- Conducted iterative usability testing on mobile app features, using insights to drive improvements across web and mobile platforms.
- Worked closely with cross-functional teams to translate research into actionable, user-centered design solutions for scalable systems.

UI/UX Designer | Life Inside Media | Pune, India   **11/2020-04/2022**

- Delivered engaging digital experiences for FMCG clients by aligning user needs with brand standards and privacy regulations, leading to a 3.7% drop in cart abandonment and increased customer satisfaction.
- Enhanced the company's responsive website by streamlining UX workflows and boosting page load speed by 12%, contributing to improved performance and user retention.

Education

MSc User Experience Design | Loughborough University | Loughborough, UK   **10/2022-10/2023**
Bachelor of Computer Engineering | University of Pune | Pune, India   **06/2016-06/2019**

Portfolio Projects

GARA Mobile App: Conducted user research, designed the app's UI and created a **design system** for consistency. **LINK**

Lowlytics: Designed the **UI** and iterated based on **user feedback** for an AI-powered low-code platform. **LINK**

Kronos System: A **UX research** to identify user pain points, user needs, and proposing insights to the stakeholders. **LINK**

Certifications

AI for Designers, Interaction Design Foundation (IxDF)   **01/2025**
Emotional Design — How to Make Products People Will Love, Interaction Design Foundation (IxDF)   **02/2025**