



Vidhi Sanghvi  
Product Designer

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San Francisco Bay Area, California

## Experience

### Univenture Studios | Product Designer

Feb 2024 - Present | Remote (Online)

- Spearheading designs across suite of AI driven ventures, including SaaS web & mobile applications for sectors across B2B and B2C segment.
- Collaborated with product manager to uplift the onboarding workflow for an AI-based business plan generator for Startupsphere.ai.
- Designed a one-stop shop marketplace for investors to fund unique business plans that startups have generated leveraging AI algorithms.
- Conducted 3+ competitive analysis, user research, and A/B testing, for AI products to create user centric AI experiences.

### Upview.ai | User Experience Designer

Jan 2024 - Present | Hybrid (Berkeley)

- Leading the full design lifecycle for an AI-based influencer marketing SaaS company to create user interfaces on Figma.
- Worked on rebranding their creatives and creating a new design system.
- Achieved a 10% growth in user conversion by revamping user onboarding flow and email templates for the AI-based video optimization tool.

### Multiple Contracts | Product Designer

Jul 2023 - Present | Remote (Online)

- **Think Round** - Creating metaverse designs for culinary experiences, including bookings and virtual meetings, enhancing engagement by 40%.
- **Catch-a-fire** - Designed and audited several non-profit websites, in various social initiatives, leading to a cost-saving impact of \$21,093.

### Panpalz | UI/UX Designer

Sept 2023 – March 2024 | Remote (Online)

- Led designs for 30+ mobile screens, from initial research and prototyping to developing high-fidelity mockups in figma by leveraging motion design, animation, and gamification of the badge section based on product needs.
- Collaborated with designers, to ship 100% visually consistent, pixel-perfect, and accessible user experiences across all screens by creating design system.

### Tearch | Senior Design Architect

July 2018 - Dec 2022 | Full-time | Onsite (Mumbai, India)

- Led a team of 3 architects & 2 engineers to design 60+ projects with site visits, from concept to completion, adhering to budget and timeline constraints and ensured that the design aligns with real-world conditions.
- Successfully obtained government approvals for architectural designs of all projects ranging from \$500K to \$10Mn.

## Skills

### Design

User Research, Competitive Analysis, Information Architecture, Heuristic Analysis, Visual Design, AR/VR Design, Mobile Design, Storytelling, Wire-framing, A/B Testing, Design Workshops, Responsive Design, Usability Testing, material Design, Prototyping, Design system

### Tools

Figma, Adobe XD, Sketch, Adobe creative suite, InVision, Canva Pro, Uizard, Slack, Framer, HTML, CSS, JavaScript, Miro, Storybook, AutoCAD, Revit, Wix Studio, Webflow, octopus.do, 3ds Max, Photoshop

## Education

### UC Santa Cruz

Oct 2023 - Present | Hybrid

Specialization User Experience Design & Web Design.

### Google UX Design

Jan - Jul 2023 | Online

Google UX Design Professional Certification Course.

### Indian Green Building (IGBC)

2019 | Mumbai, India

Sustainable Architecture Professional Certification Course.

### Bachelors in Architecture

2013 - 2018 | Mumbai, India

Awards -

- Gold medalist (2013 - 2018)
- 1st Award for Academic Excellence
- Charles Correa Gold Medal for architectural designing