

Vidita Maheshka

Product Designer

A seasoned **product designer with 4+ years** of experience in the **B2B SaaS** industry, with a passion for transforming complexity into simplicity through user research and user-centric solutions. Expertise spans the entire product lifecycle, encompassing ideation, design, implementation, and development handoff.

Work Experience

Infra.Market

Product Designer | Nov 2024 - Present

- Digitized order fulfillment process, **reducing manual work by 20%** for Dispatch teams.
- Standardized task management workflows, **enhancing tracking for 3+ Business Units**
- Worked with product, engineering & ops teams to improve adoption, increasing digital tool usage by 3x.

Work on Grid

Product Designer | Oct 2020 - Oct 2024

- Utilized data-driven strategies and usability tests to identify user pain points, **enhancing interactions by 15%**.
- Created user personas and journey maps to address user needs effectively.
- Designed intuitive user flows and interfaces using Figma, FigJam, and Miro.
- Developed low- and high-fidelity prototypes for testing and validation.
- Optimized designs based on data insights and client feedback, improving key performance indicators.
- Documented PRDs and team processes in JIRA and Confluence and **enhanced efficiency in feature releases by 50%**.
- Led a team of 3 designers, launching key features that **reduced iteration time by 23%**.

Orgzit.com

Product Design Intern | Feb 2019 - July 2019

- Created wireframes and interactive prototypes using tools like Figma and Adobe XD to visualize design concepts and facilitate user testing.
- Conducted user interviews and surveys to gather insights on user needs and preferences, contributing to the development of user personas and journey maps.
- Reduced the average time taken to complete iterations by 30%** through effective collaboration and streamlined feedback processes.

Educational Background

Product Management cohort

Scooby Study

June 2024 - September 2024

- Relevant coursework in product strategy, roadmaps, tech, user experience and success metrics

Bachelor of Interaction Design

The Design Village

July 2016 - Sept 2020

- Relevant coursework in interaction, digital product and communication design.
- International semester at E'cole de Design, Nantes in digital media design.

Contact

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Skills

Technical Skills

- UX Writing
- User Research & Testing
- Business & Design Thinking
- Process & System design
- LoFi & HiFi Prototyping
- UI/UX/Graphic Design
- PRD Creation
- Documentation

Tools/Software

- Adobe Photoshop
- Adobe Illustrator
- Figma & FigJam
- Miro
- Confluence
- Jira
- MS Office

Certification/Short Courses

- Digital Product Management (2024)
- Product-led Certification (2023)
- Product Ideation, Design & Management Specialization (2023)

Additional Information

- Associate product manager at Work on Grid from Jul'23 to Oct'24.
- 3+ experience as a freelance visual designer ranging from D2C to e-commerce to social impact brands