# Drishti Vidyarthi
## UX Designer

*Hi there, I'm a UX Designer passionate about leveraging design thinking to develop innovative and iimpactful AI solutions rooted in transparency and explainability to create the best experience for users. I'm also a yoga instructor, holistic health enthusiast, & a mental health podcast host.*

## CONTACT

 **Phone**
+510-449-1906

 **Web**
http://drishtividyarthi.com

 **Email**
drishtiv997@gmail.com

## EDUCATION

2018-2021

**University of Washington Seattle**

**BACHELOR'S OF SCIENCE INFORMATICS**

Concentration in Human Computer Interaction

*Deans List Recipient, Purple & Gold Scholar, GPA: 3.84*

## PRO.SKILLS

**Design**
Wireframing, Prototyping, Visual Design, Conversation Design, Gen AI design, User journey mapping, Micro-interactions, Design workshops, Presenting designs, Storyboards, Visual Design, AI design,

*Tools: Figma, Adobe Creative Suite, Sketch,*

**Research**
Survey design, User interviews,  Usability Testing, Heuristic Evaluation, Qualitative Analysis, A/B testing,

*Tools: Airtable, Mural, Excel, Miro*

**Content**
Podcast Production, Social Media Marketing, Writing, Advoacy

*Tools: Audcity, Adobe Creative, Canva*

**Technical and Project**
Front end Development, Agile methodologies, Task prioritization, UI audits,  cross functional collaboration,

*Tools: HTML/CSS, React, R Studio, Jira,*

# EXPERIENCE

### UX DESIGNER, IBM DATA & AI

Jun 2021 - Present

**Project 1: Gen AI for Business Intelligence**
- Designed core user experiences such as onboarding, alerts, conversational interactions, and dashboards for IBM's newest Gen AI business intelligence tool, while prioritizing ease of use, explainability and transparency in AI utilization to be used by large corporations around the world,
- Also worked directly with 3inabox team to implement designs by iterating on feedback from development, product management, and research.
- Established and maintained a foundational gen-AI centered UI design library for the product to ensure consistency and coherence across all components which was then used to build screens for development.

**Project 2: Voice AI**
- Enhanced conversational design for a cutting-edge AI product developed in collaboration with IBM and McDonald's, optimizing the food ordering process through extensive onsite research. Successfully achieved a 10% reduction in errors.
- Led design of comprehensive 40+ screen website instrumental in scaling the voice AI product across a network of over thousands of McDonald's restaurants nationwide.
- Mentored a junior design intern for a duration of 12+ weeks, providing insights into the IBM design system and fostering their understanding of industry-standard design practices

### EPIXEGO, DESIGN MENTOR & MANAGER

June 2024 - Present

- Guided a team of interns through  comprehensive design process, resulting in design of innovative online mentorship course aimed at teaching students how to build and maintain professional networks, which will be utilized by hundreds of students across 40 universities.
- Provided hands-on instruction in following the UX design process, demonstrated effective utilization of different UI components, and facilitated collaborative environment with developers and PMs.
- Created design system library of 50+ design components to ensure consistency and scalability.

### DESIGN AMBASSADOR, TELOSITY IN VINAJ VENTURES

January 2022 - Present

- Completed 1.5 hour design thinking workshop with 50+ attendees  to showcase the importance of applying design thinking to mental health products and technology.
- Work with portfolio companies to bring youth voices on mental health into their products

### PRODUCT DESIGNER, GRIT DIGITAL HEALTH

March 2021 - August 2021

- Conducted 30+ user interviews and synthesized findings by creating mental models and personas to re-design mental health/wellness platform for college students
- Led 3 design workshops using Mural with team of 10+ employees to ideate from research and then prototyped new features from workshop with 20+ screens to be implemented on platform.

### DESIGN LEAD, ACCESSIBILITY IN POWER BI  @ MICROSOFT

December 2020 - August 2020

- Created chrome extension accessibility checker with team of 5 for Power BI through Microsoft that checks for 5 different tests to center accessibility to the forefront of design process
- Completed market research, competitive analysis, & 15 user interviews and synthesized findings to design tool. Later, completed 3 rounds of user testing & iterated.

### USER RESEARCHER, UW & UCSD BIOMEDICAL INFORMATICS

March 2020 - December 2021

- Collaborated with 8 UW & UCSD professors, 3 PHD students to design tool to enhance communication and prevent bias from medical providers in patient/provider interactions.
- Designed interview guide, recruited participants, and conducted 40+ user interviews.
- Completed qualitative user research, to find similar patterns in transcripts to understand user needs.
- Led and completed design workshop to ideate features based on research findings.