

# Vaishnavi Vayalil

📍 Bangalore ✉️ vaishvayalil95@gmail.com ☎️ 8943377944 🌐 vaishvayalil95.wixstudio.com/my-site

## SUMMARY

Results-driven Senior UI/UX Designer with 8+ years of experience crafting intuitive digital experiences across IoT, AI, banking, and enterprise platforms. Proven track record of improving user satisfaction metrics by 70–99% through user-centered design principles and data-driven decision making. Expertise in Gen AI implementation and design system optimization.

## EXPERIENCE

### User Interface Senior Engineer

Dell Technologies

April 2023 - Present, Bangalore, Karnataka

- Crafting the Gen AI powered search experience for Dell.com resulting increase of 42.15% in overall user engagement.
- Conducted research to prototyping and handoffs to the Development team.
- Working with mid to senior designers in scoping proof of concepts, research, rapid prototyping and testing concepts which led to an increase of user experience rating by 99 to 98% in per feature ratings.

### Sr. Product Designer

Dell Technologies

August 2021 - March 2023, Bangalore, Karnataka

- Managing the Dell legal products from planning, research to prototyping, and handoffs to the Development team.
- Reversed engineered the experience from portal to responsive touch-points with an overall ux rating of 4.2/5.
- Being design evangelist within product teams transforming the applications to Dell Digital Design System and improved the user experience by 40% by focusing on user-centred principles creating intuitive UI and workflow improvements.
- Being part of additional initiatives within the organisation such as winning 3rd Prize for Social Impact App.

### Sr. UX Designer

Accenture

December 2020 - August 2021, Bangalore, Karnataka

- Conducted comprehensive research and rapid prototyping, followed by client pitching and design handoffs; improved interaction design and usability by 70% through iterative testing with international user groups.

### UX Designer

Accenture

May 2017 - December 2020, Bangalore, Karnataka

- Enhanced the design system by conducting global usability tests with diverse user groups; created detailed information architecture, site maps, and user flows, leading to a 80% increase in user satisfaction.

## EDUCATION

### Bachelors in Product design (B.Des)

Minor in Product Design • Symbiosis Institute Of Design • Pune, Maharashtra • 2013 - 2017

## CERTIFICATIONS

### Google Prompting Essentials

Coursera • 2025

### Mobile User Experience Design

Interaction Design Foundation • 2022

### Google UX Design Professional Certificate

Coursera • 2022

### Service Design

Interaction Design Foundation • 2021

### Design-Led Strategy: Design Thinking For Business Strategy And Entrepreneurship

Coursera • 2020

## AWARDS & HONORS

### Dell Social Impact Award

Dell · 2023

## **Dell Digital Design - Game Changer Award**

Dell · 2023

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### **SKILLS**

User Experience Design (Strategy And Implementation), Wireframing & Information Architecture, User Research & User Testing, Service Design

Data Visualisation, Prototyping Interfaces

Figma, Sketch, Adobe XD, Invision/Invision Studio, Principle, Webflow, Adobe After Effects, Adobe Illustrator, Adobe Photoshop

Languages

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