

# VIDUSHI SINGH

UI/UX Designer | Product Designer | Accessibility & Human-Centered Design

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[Portfolio](#) | [Behance](#) | [LinkedIn](#)

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Creative and detail-oriented UX Designer with 5+ years of experience designing accessible, human-centered, and visually engaging digital products. Skilled in user research, wireframing, prototyping, and usability testing, with strong expertise in WCAG accessibility, design systems, and cross-functional collaboration. Experienced across SaaS, CRM, and enterprise platforms, with a proven ability to improve usability, conversion, and engagement through thoughtful design strategy.

## WORK EXPERIENCE

### UI/UX Designer – Saffron Tech Pvt Ltd

Dec 2022 - Present

- Improved conversion rates by 40% and user engagement through research-based design decisions.
- Created and scaled design systems reducing design iteration time by 50%.
- Mentored junior designers, championing accessibility and user empathy in workflows.

#### AccessifyLabs

- Designed accessible, human-centric interfaces aligned with WCAG standards.
- Conducted user research and usability testing to inform UX flows and interface logic.
- Collaborated with product managers and developers to ensure inclusive experiences across devices.

#### JOP(Joy of Performing)

- Provided strategic design direction to improve product usability and adoption.
- Applied UX research, journey mapping, and A/B testing to guide product decisions.
- Collaborated with developers and PMs to deliver 90% successful product launches.
- Designed scalable design systems that improved design efficiency by 50%.
- Advocated for human-centered design as a core product value.

**Domains:** SaaS Products | CRM Systems | Dashboards | FinTech | Enterprise | Work Management Software

### Co-Founder / Product & Brand Designer – Vienhance Studio

Sep 2021 - Nov 2022

- Directed end-to-end brand identity and UX design for startups and creative businesses.
- Developed brand systems that prioritized clarity, usability, and consistent visual language.
- Managed a small design team and ensured creative alignment across deliverables.

### Web Designer – Cryptina India

Mar 2020 - Nov 2022

- Designed and maintained responsive, accessible websites optimized for engagement.
- Ensured cross-platform consistency and alignment with brand identity.

## EDUCATION

### College of Engineering Roorkee, Roorkee

Aug 2019 - Aug 2023

B.TECH | Information Technology

## SKILLS & CERTIFICATES

- **UX Design:** User Research, Wireframing, Prototyping, Usability Testing, Journey Mapping, Heuristic Evaluation, Components, Pattern Libraries, Documentation, Cross-Platform Consistency, Visual Hierarchy, Typography, Color Theory, Layout Design, Branding, Illustration
- **Accessibility & Human-Centered Design:** WCAG 2.1 Compliance, Inclusive Design, Empathy Mapping, Behavioral Design
- **Technical:** Figma, Adobe XD, Miro, Notion, Photoshop, Illustrator, InDesign, CorelDRAW, HTML, CSS, Bootstrap, Responsive Design
- **Professional:** Agile Collaboration, Communication, Problem Solving, Critical Thinking, Stakeholder Management
- **Certifications:** Ixdf Courses - Human-Computer Interaction (HCI), Emotional Design, Accessibility: How to Design for All(2025), Google UX Design-7 courses (2023), Graphic Design Masterclass (2022), User Experience Design Essential - Adobe XD UI/UX Design ( 2021), Graphic Design ( 2020)