

VIDUSHI SINGH

Product Designer | UX Research | Accessibility & Human-Centered Design

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

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Results-oriented Product Designer with 4+ years of experience building accessible, data-driven, and user-centric digital products. Skilled in UX research, interaction design, and product strategy, with a deep understanding of design systems and accessibility standards (WCAG). Adept at connecting user behavior insights to business outcomes, improving conversion, engagement, and retention across SaaS, CRM, and enterprise applications.

WORK EXPERIENCE

UI/UX Designer – Saffron Tech Pvt Ltd

Dec 2022 - Present

- Delivered data-informed design solutions that increased engagement and conversions by 40%.
- Conducted end-to-end UX research, synthesizing findings into actionable design strategies.
- Built and managed scalable design systems to ensure visual and functional consistency.
- Embedded human-centered and accessibility principles into all design stages.
- Partnered with developers and product owners to translate business objectives into design outcomes.

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 – Vianhance 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, Cross-Platform Consistency, Visual Hierarchy, Conversion Optimization, Feature Prioritization, Data-Driven Design Decisions
- **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, Stakeholder Communication, Analytical Thinking, Leadership, Problem Solving
- **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)