Vaishnavi Newaskar | UX Researcher & Designer

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EXPERIENCE:

UX Researcher Intern, Tap'n, NY, USA   **Sept'24 – Present**
- Conducted secondary research to understand user needs & their behaviors and competitors.
- Developed research plans and protocols that increased survey completion rates by 30%.
- Designed and implemented various research methods, including usability testing and contextual inquiries, to gather actionable insights that informed product development and enhanced user experience.
- Analyzed data to identify key insights and trends & Generated actionable recommendations for product improvement which the company adopted.
- Collaborated with cross-functional partners to ensure user-centered product design.

AI/ML Researcher & Designer (Research Assistant), New York Institute of Technology, NY, USA   **Jan – May'24**
- Led a collaborative research project with Peccioli Council to develop an innovative AI-powered video rendering interface using Stable Diffusion technology.
- Designed and crafted compelling text prompts to guide the AI in generating initial images using tools like Stable Diffusion, ComfyUI and Automatic 1111.
- Successfully exhibited the project at the esteemed Sustain Art Exhibition in New York and Milan, demonstrating the potential of AI in creative applications and garnering positive feedback from industry professionals and the public.
- Hosted workshops introducing 20 AI tools (UXD, UXR, UI, Content, PD & PM) and its use case for UI/UX program students.

UX Researcher Intern, FinCity, Dubai   **Oct'23 – Jan'24**
- Conducted in-depth research into user motivations, including crypto incentives like airdrops, and analyzed how platforms like Telegram are used for community building and communication in the crypto space.
- Investigated the impact of Telegram "tap-on" games on user behaviour in financial apps, synthesizing key insights to inform product development.
- Collaborated with cross-functional teams to develop innovative user experience strategies and generated actionable recommendations for product improvement.

UX Researcher& Assistant Director, Bhandarkar Entertainment, Mumbai, India   **Dec'19 – Feb'23**
- From script development to the final product, I collaborated closely with the director and other team members to ensure the film's creative vision was aligned, optimising the overall production strategy and ensuring that the final product resonated with the audience and met both artistic and commercial goals. (product manager skills)
- Efficiently managed pre-production tasks, including script analysis and breakdown (understanding scene requirements), and coordination with actors and team members ensuring smooth production workflow. (project manager skills)
- Demonstrated strong communication skills by effectively coordinating with diverse teams, enhancing collaboration and minimizing delays.
- Proactively addressed on-set challenges, demonstrating problem-solving abilities and contributing to a successful production.
- Led this project from inception to completion, ensuring timely delivery and adaptation to changing organizational needs.

EDUCATION:

New York Institute of Technology, New York, USA, *GPA 3.92/4*   **Jan'24 – May '25**
Master of Arts in UX/UI Design & Development

Srishti Institute of Art, Design & Technology, Bangalore, India   **Jun '15 – May '19**
Bachelor of Creative Arts in Contemporary Art Practices

CERTIFICATION, AND COURSES:

- Google UX Design Professional Certificate, Coursera.   **Sept'24 - Present**
- UX UI & Graphic Design Certificate, Orange Design Institute, Pune, India   **March – Oct'23**

SKILLS & TOOLS:

Quantitative Research Skills - Surveys, Research & Data Analytics, A/B Testing, Usability Testing, Tree Testing, User Analytics.

Qualitative Research Skills - Desk/Secondary Research, User Interviews, Personas, ethnography, diary studies, Empathy Mapping, Card Sorting.

Design Skills - Ideation, Sketching, Wireframing, Prototyping, Information Architecture, Content Strategy.

User Research & Testing Tools - Optimal Workshop, User Testing, Qualtrics, AI for Content (Claude, ChatGPT, Gemini), AI for User Testing (Attention Insight, Clueify)

Project Management & Documentation Tools - Notion, Google Workspace (Docs, Slides, Sheets, Analytics, Forms)

Design & Prototyping Tools - Figma, Miro, Visily, Adobe Suite (Photoshop, XD, Illustrator, InDesign), Unity

Coding Language - HTML, CSS, JavaScript.

Coding Tools - Glitch, Github.