

Vidhisha Kedia

Senior Product Designer

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PROFILE

Senior Product Designer with 10 years of experience simplifying enterprise SaaS, fintech, ecommerce and consumer products. I connect research, information architecture, interaction design and design systems to turn complex workflows into clear, accessible experiences. I partner closely with product and engineering from discovery through delivery.

SELECTED IMPACT

67% faster navigation | **54%** higher feature adoption | **18%** higher engagement | **12%** greater team efficiency

CORE EXPERTISE

Product strategy, end to end product design, enterprise SaaS, user research, usability testing, information architecture, interaction design, prototyping, design systems, accessibility, data informed iteration, stakeholder alignment and cross functional delivery.

PROFESSIONAL EXPERIENCE

Independent Product and Visual Designer

Ontario, Canada | Oct 2023 to Present

- Deliver UX, visual, brand and campaign design for healthcare and small business clients, including Dentalook across more than 30 clinics.
- Built reusable campaign systems and production ready assets across responsive web, social, print, signage and presentations.
- Helped Dentalook increase social reach by 40% and click through rate by 25% through consistent, audience focused creative.

Senior Product Designer

Tekion | Vancouver, Canada | Apr 2022 to Aug 2023

- Owned end to end design for dense dealership workflows within an enterprise automotive platform, partnering with product and engineering.
- Reduced navigation time by 67% and increased feature adoption by 54% by simplifying information architecture, task flows and interaction patterns.
- Conducted interviews with dealership operators and expanded reusable Figma components for accessible, keyboard efficient experiences and clearer handoff.

Principal User Experience Designer

Samsung Research | Bengaluru, India | Mar 2021 to Apr 2022

- Designed purchase, account and service journeys for My Galaxy and Samsung Shop across Android and Tizen experiences.
- Contributed reusable interaction patterns and design system documentation supporting Samsung Pay and Samsung Wallet experiences.
- Created user flows, wireframes, interaction specifications and stakeholder documentation for complex consumer journeys within NDA constraints.

PROFESSIONAL EXPERIENCE CONTINUED

Senior Designer

Zapr Media Labs | Bengaluru, India | Apr 2018 to Mar 2021

- Led visual and interaction design across consumer entertainment, advertising technology and internal product experiences.
- Designed the Dekho recommendation experience, contributing to an 18% increase in engagement through clearer discovery and navigation.
- Designed Adimprints, an internal campaign management platform that improved team efficiency by 12% through consolidated workflows and clearer reporting.
- Translated research and business requirements into flows, wireframes, prototypes, interface systems and production ready visual assets.

Earlier Design Experience

GreedyGame and Ogilvy & Mather | India | Prior to Apr 2018

- Created digital product interfaces, advertising experiences and campaign visual systems across mobile and web platforms.
- Built a foundation in visual communication, interaction design and cross functional production within agency and technology teams.

PRODUCT STRENGTHS

Complex workflow design: Simplify information dense systems without removing the depth experienced users need.

Research to decisions: Turn qualitative and quantitative signals into priorities, flows and validation plans.

Systems thinking: Build reusable components, tokens and interaction patterns that improve consistency and delivery.

Cross functional delivery: Align product, engineering and business partners through prototypes, documentation and clear rationale.

TOOLS AND AI WORKFLOWS

Design and research: Figma, FigJam, Sketch, Adobe XD, Axure, Miro, InVision, Adobe Creative Cloud, Canva and WordPress.

AI assisted workflow: Figma Make, ChatGPT, Claude, Google Flow and VEED AI for exploration, research synthesis, UX content, rapid prototyping and video production. Outputs are reviewed for accuracy, accessibility and user value.

Technical foundation: Responsive design, design tokens, component documentation, developer handoff and basic HTML, CSS and JavaScript.

EDUCATION

Postgraduate Certificate, Interactive Media Management | Conestoga College | 2023

Bachelor of Science, Visual Communication | Bharathiar University | 2017

CERTIFICATIONS AND RECOGNITION

TCPS 2 CORE, Research Ethics | Government of Canada

Human Computer Interaction | Interaction Design Foundation

Adobe Design Achievement Awards | Semifinalist, 2017