

VANITA VERMA

UX DESIGN + RESEARCH

I am a user-centered designer with an interest in crafting products and experiences.

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Experience

Apr. 2024 - Current Senior Product Designer

Product Designer Imprivata Inc. (Digital Identity in Healthcare)

- Planned, organized & conducted User Testing sessions with Clinicians to gather quantitative insights on flow, design & copy, improving product usability
- Created and implemented accessibility guidelines for Astra's Admin & Clinician facing UI to meet global standards, increasing efficiency and promoting inclusivity
- POC prototype for enrolling authentication methods to prescribe controlled substances electronically (EPCS) for Clinicians
- POC for reskinning of filter chips for a monitoring & risk analytics app to improve the legacy filtering system
- Designed flow for downloading Alert lists & a Downloads Centre for a monitoring & risk analytics app

Oct. 2021 - Dec. 2021 UX Designer Co-Op Innovation Lab, Retail Business Services, Ahold Delhaize

- Evaluated a task management tool by gathering user insights via workshops and interviews across five retail brands to enhance associate user experience, improving product usability and increasing efficiency
- Developed a mobile application (Technical app for proof of technology and initial explorations on user app) for customers to locate items in-store, enhancing customer shopping experience
- Led collaborative creation of design systems via workshops with multi-disciplinary teams to reduce unintended design inconsistency & to build faster products at scale

Sep. 2020 - Sep. 2021 UX Design & Research Assistant Bentley User Experience Center, Waltham, MA

- Guided product development by designing qualitative and quantitative UX research studies for clients in healthcare, tech, and media
- Led in-person and remote usability sessions to reveal customer behavior, motivation, and design effectiveness, boosting product usability
- Synthesized data to present actionable insights supporting user needs and meeting business goals, recommendations based on severity

Mar. 2013 - Aug. 2020 Urban Design Consultant Delhi Urban Art Commission, New Delhi, India

- Conceptualized and designed pedestrian walkways across Delhi to create interconnected city network while enhancing user experience, increasing sidewalks utilization by 14%
- Led research and discovery to redevelop housing modules in dense settlements based on varying conditions of ground coverage, building height & space, providing consolidated community greens & reducing construction area by 28%
- Prepared Heritage Impact Assessment (HIA) for a monument of national importance to mitigate construction of a high-rise building, resulting in preserving visual axis of archaeological site and relocation of proposed building

Achievements

UXPA 2024: Co-presented talk on 'What can we learn about mental models from the field of Urban Design?'@Boston UXPA

Gold Medal: Best Research Study, MS in Architecture (Urban Design), CEPT University, Ahmedabad, IN, 2012

Education

MS in Human Factors in Information Design Candidate

Bentley University

McCallum Graduate School of Business
Waltham, MA
August 2020 - December 2021

MS in Architecture (Urban Design)

CEPT University

School of Architecture
Ahmedabad, Gujarat, IN
August 2010 - May 2012

BS in Architecture

National Institute of Technology

Department of Architecture
Hamirpur, Himachal Pradesh, IN
August 2004 - May 2009

Skills

Methods

Storyboards
Information Architecture
Sketching
Wireframing
Hi-Fidelity prototyping
Interaction design

Tools

Figma
Photoshop
InDesign
OptimalSort
Mural
Dovetail

Research

Usability testing
User Interviews
Heuristic evaluation
Persona Development
Surveys
Journey mapping
Affinity Diagramming