

Vanshika Verma

Personal Information

📍 Dallas/Forth Worth Metroplex 📞 +1 732-579-7851 ✉ vanshikatkd@gmail.com
🌐 www.linkedin.com/in/vanshikavverma ⓘ http://vanshikadesign.com/

Summary

UI/UX Designer with a regard for interpreting user behavior and translating that from data to action. Well versed in interaction design, prototyping and design systems for software that users consume on a day-to-day basis. Well grounded in UX research methods such as A/B Testing, Card Sorting, Ethnographic Field Studies and User Personas/Journeys.

Work experience

Senior UX Designer (Design Systems) - Armada

📅 2023 - 2024

- Developed and maintained a comprehensive design system to ensure consistency in a cross-functional environment
- Collaborated with product leads to conceptualize asset monitoring and edge computing experiences that would utilize a singular design system
- Fostered a tight-knit communication model that would allow increased visibility and collaboration across work streams
- Built a comprehensive library full of 30+ design components complete with documentation for dev comprehension/alignment
- Provided regular design library updates to 3 different teams weekly, whilst capturing feedback on ways to improve the current system

UI/UX Designer - Alkami Technology

📅 2022 - 2023 📍 PLANO

- Led design working sessions, stakeholder interviews and technical development workshops to define/balance user and business needs more efficiently; ultimately directing focus from feature based thinking to experience based best practices
- Conducted heuristic evaluations and competitive analyses gauge the current state of banking experiences
- Designed and user-tested transfers experiences, ultimately increasing NPS scores by 43%

User Experience Researcher - Alkami Technology

📅 2021 - 2022 📍 PLANO

- Conducted over 150+ user interviews and usability tests to gather insights and opportunities for improvement.
- Collaborated with product leaders, technical teams and UX'ers to develop updated user personas, journey maps, and design recommendations based on research findings.
- Synthesized qualitative and quantitative data from user interviews to understand user behaviors, wants, needs and frustrations to inform future business decisions.
- Led client presentations and workshops to bring clients closer to the UX process, ultimately instilling trust and relationship between the two streams.

Education

User Experience Design Certified - Cloud UX School of Design

📅 2019 - 2021

Candidate for Associates Collin - College - Neuropsychiatry

📅 2019 - 2021

Skills

Figma, Sketch, Adobe Suite



Complex Problem Solving



Task Management/Autonomy



Empathy/Data Synthesis



Design System Management/Creation



Qualitative/Quantitative Research

