



VIDUSHI AHUJA

SENIOR PRODUCT DESIGNER

Work Experience

Senior Product Designer

Licious / September 2023 - Present

- Designed the tool for creating points of interests in the backend which reduced serviceability outages.
- Designed a comprehensive tool to empower administrators to standardise delivery and operational practices across distribution hubs and processing centres, ensuring efficiency and consistency company-wide.

Product Designer

Byjus / November 2021 - August 2023

- Designed phase 2 of Live quiz which Increased entry point CTR by 66% and increased feature retention of users by 37%
- Lead the revision feature to suffice the approaching examination needs of students with task completion rate of 54% and increased engagement by 75%
- Coordinated with cross-functional teams and gathered requirements to deliver the project on time.

UI / UX Designer - II

Rebel Foods / February 2020 - October 2021

- Designed 3 end to end business products for internal use by the operation's team.
- Conducted user research and created product strategy with the help of other designers.
- Ideated and iterated on the layout based on the stakeholder discussions, user interviews and user needs.
- Also worked on defining the design system for existing and ongoing projects to create a uniform ecosystem.

UI / UX Designer

Bird Apps / September 2019 - January 2020

- Worked as the lead designer for revamping the app and website for launderette, the main product.
- Studied the existing project and performed heuristic evaluation for the same .
- Crafted user journeys and ideated on different layouts.
- Performed layout adjustments based on user feedback.

Skills and abilities

- Visual Design
- User Research
- User- Centered Design
- Heuristic Evaluation
- Usability Testing
- Design Thinking

- Figma
- Sketch
- Principle
- Marvel

Education

Bachelor of Technology,
Computer Science and
Engineering

SRM Institute of Science and
Technology, Chennai

June 2015 - May 2019

XII Standard

Chhauni Children's
Academy

April 2014 - May 2015

Portfolio

[vidushisehgal.com](https://www.vidushisehgal.com)

• [Medium](#)

Contact

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