

VANDANA PAI

PRODUCT & UI/UX DESIGN

EXPERIENCE

Product Designer Box

NOV 2016 - PRESENT | REDWOOD CITY, CA

Working on the Box Web App team with product managers and engineers to redesign existing features and create new experiences.

Freelance Designer Independent

NOV 2015 - PRESENT | SF BAY AREA, CA

Launched an Android app to promote civic engagement for a nonprofit, Rebuilding Alliance. Full ownership of creative direction, product strategy, and feature requirements.

Headed UX strategy by conducting user interviews, research, and testing.

Designed and developed fully responsive websites for clients, including brand and identity production to increase clients' business opportunities.

UX Designer Vertigo Software, Inc.

JUNE 2014 - NOV 2015 | RICHMOND, CA

Lead designer for Red Bull on Xbox and NCAA March Madness Live on Windows apps. Managed all UX research and defined all platform, client, and product requirements. Oversaw agile design process working closely with clients, product managers and engineers. Supervised other designers and established their goals and tasks.

Influenced product features by explaining design choices in presentations for clients, including Microsoft, NBC, and the NHL, using low-to-high fidelity prototypes.

Contributed as a UI developer for GoPro for its first smart TV app. Conducted research about the optimal TV viewing experience that improved the overall UX.

PORTFOLIO

vandanapai.com

CONTACT

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(408) 834-2486

EDUCATION

University of California,
Berkeley

AUG 2010 - MAY 2014

B.A. COGNITIVE SCIENCE

Concentration in Human-Centered Design

SKILLS

- UI/UX design
- Product strategy
- User research and testing
- Front-end web development
- Mobile app and web design
- Wireframes
- Prototyping