

Vidhya Appu

Director, UX Design | Adj Asst. Prof. at IDC, IITB

PG: IDC, IIT Bombay | CPI 8.64/10 | Interaction Design

UG: Symbiosis International University | CGPA: 3.09/4 | Product Design

Portfolio: www.vidhyaappu.com |  | 



Experience Summary

AUG 2021 - PRESENT

Director, UX Design | Glance Roposo (Inmobi group)

- Lead and mentor a multidisciplinary design team to build Roposo app and Roposo Clout (getting over 1.3 lakh orders /day)
- As an IC - Design holistic solutions taking into consideration various user touch points & feedback. Uphold the standard of Craft and innovation in the team
- Collaborate with product, data, and engineering stakeholders to align design initiatives with business objectives leading to growth
- Plan and oversee user research projects to validate design decisions and iterate based on user feedback.

AUG 2020 - PRESENT

Adjunct Asst. Professor | IDC, IITB

- Conduct courses on design evaluation and UX design, an NPS of 82.36, reflecting high student satisfaction & engagement.
- Guide and mentor design students on various projects, fostering the next generation of design professionals.

AUG 2015 - AUG 2021

Head of Design | Shop101 (acquired by Inmobi group)

- As part of the founding team, designed the Shop101 app from 0 to 10M+ downloads
- Conducted User studies, converted user specific requirements into flow model, wireframes and final designs.

AUG 2014 - AUG 2015

UX Lead | Germin8 Solutions - Contributed to the design of tools that analyse social media, providing business with actionable insights

MAY 2013 - AUG 2014

UX Design Specialist | SAP LABS - Worked with international teams to design user-centric solutions, enhancing global product offerings.

AUG 2012 - APR 2013

UX Designer | Hurix System - Led UX design for e-learning projects, collaborating with publishing and educational institutions.

Expertise

User Experience Design |
E-commerce Design |
Usability Research |
Accessibility Design |
Information Architecture |
Design Management |
Teaching & Mentorship |
Design Evaluation | Gen
AI in Design | Prototyping

Skills

Figma | Protopie | Sketch
| Adobe XD | Illustrator |
Framer X | PS | Affinity
Mapping | Contextual
Enquiry | Focussed Group

Internships

- National University of Singapore (NUS), ICT for Agriculture
- Tata Consultancy Services - Designed Loyalty program

Get in Touch

 [+91 9619651226](tel:+919619651226)

 vidhya.appu@gmail.com

 www.vidhyaappu.com

 www.linkedin.com/in/vidhya-appu