

# Vrunda Tambe

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Experienced **Senior Product Designer** with 4+ years of experience and a strong portfolio showcasing AI integration, workflow improvements, and cost-saving dashboards. Proven track record in leading multiple projects through research, cross-functional collaboration and data-driven design for **B2B SaaS/Enterprise**.

## experience

### Senior Product Designer @ Willow

Aug 2024 - Present

- Spearheaded the design and integration of AI features, including Copilot, to enhance product value and market differentiation.
- Revamped essential onboarding processes, leading to a **55% increase** in deployment speed.
- Partnered with cross-functional teams to develop native dashboards, generating annual cost savings exceeding **\$100,000**.

### Product Designer @ Willow

Apr 2022 - Aug 2024

- Led designs of Sustainability dashboards and widgets, resulting in a **120% increase** in Monthly Active Users (MAUs).
- Improved the UI/UX of the Insights feature with a 'card view' design, receiving **positive feedback** from non-technical users in over 15 demos.
- Contributed to the development of an operational suite of dashboards, helping users make data-driven decisions faster by **reducing time-to-insight by 33%**.
- Conducted user interviews to gather feedback and improve designs for an internal onboarding tool, **decreasing deployment time by approx. 100 hours**.

### UI/UX Designer @ Fifth Tribe Design Agency

Sep 2021 - Mar 2023

- **Increased user engagement by 52%** through a redesigned mobile app, empowering real estate agents to optimize referral acquisition and management.
- Designed a tool facilitating data collection, trend identification, and insight generation, **accelerating task completion and minimizing operational costs**.
- Implemented pivotal UX and accessibility enhancements, **improving user satisfaction scores** from 3.2 to 4.0 out of 5.
- Led the design of strategic AI features, including an AI/ML Transcription tool, **bolstering operational efficiency** for clients.

## volunteering

### UI/UX Designer @ Trashmob

Aug 2024 - Present

- Redesigned a website and mobile app to **improve user interface and responsiveness**.
- Developed a design system and user interface foundations to improve design consistency, scalability, and development efficiency.

## education

- **UX Design Professional Course (online)**, Google & Georgia Tech, 2021
- **Master of Management**, University of Technology Sydney, 2019
- **Bachelor of Architecture**, RV College of Architecture, 2013

## skills

- **Software Skills:** Figma, Sketch, AdobeXD, Webflow, Basic HTML/CSS
- **Technical Skills:** Data-driven Design, Growth Design, Design Systems, Data Visualization, Prototyping, Workshops, UX Design, User Research, Handoff, 0 to 1 Products, SaaS, B2B Enterprise.
- **Soft Skills:** Product Thinking, Design Process, Design Strategy, Communication and Transparency, Collaboration, Mentorship.