

POOJA VAIDYA

Product Designer with 12 years of experience across brand, digital, and enterprise platforms, now leading AI-enabled product initiatives at scale. Turns complex enterprise systems into engagement-driven experiences by aligning product vision with technical feasibility. Experienced in phased delivery strategies, personalization frameworks, and cross-functional roadmap collaboration within structured global organizations.

LinkedIn 

Website: www.poojarvaidya.com  Case studies: 

Digital Product Design Specialist @ Accenture (Apr 2022 - Today)

- Redesigned and rolled out a global Skills Proficiency Portal serving 100K+ weekly users, evolving it from a linear assessment tool into a more engagement-driven platform.
- Contributed to roadmap planning and feature prioritization, phasing a personalization-led vision into incremental releases that balanced technical constraints with user feedback, resulting in 25K+ skill additions and 27K assessments.
- Scoped lean feature versions to accelerate delivery while preserving long-term scalability, aligning product and engineering teams and business stakeholders
- Led UX simplification of a 5K+ enterprise case study platform, aligning stakeholders through structured workshops and contributing to improved engagement and positive user feedback via clearer information architecture and design system consistency; defined AI-enabled enhancements for future roadmap phases..
- Extended the enterprise design system through reusable component contributions and supported AI initiatives, including UX strategies for an Agentic HR Assist Bot to sustain engagement during backend capability development.

Product & Experience Designer @ Evolution Co (Mar 2021 - Mar 2022)

- Led end to end product strategy and UX design for enterprise intranet platforms serving banking and corporate clients including Tata and HDFC owning discovery to delivery
- Partnered with engineering teams across delivery cycles, drove feature scoping, QA reviews, and iterative refinements to align UX intent with technical implementation.
- Facilitated UX research and stakeholder workshops to define product direction and prioritize enhancements based on user and business needs.
- Balanced client requirements with scalable experience improvements, contributing to the ongoing evolution of intranet feature sets.
- Mentored a team of four designers, establishing quality standards and review cadences that ensured timely delivery across

Senior Designer @ The Minimalist (Jan 2017-2018)

- Designed brand and communication systems for organizations including Bloomberg, IDFC Mutual Funds, Airtel, Jet Airways, ICICI, and Raymond.
- Led a team of 4-6 designers, ensuring consistency and quality across multi-brand engagements.
- Partnered with business development teams to support strategic pitches and RFP presentations.

CORE EXPERTISE

Product Discovery & Problem Framing | AI-Enabled UX & Personalization | Phased Roadmap & Incremental Delivery

Enterprise Design Systems | User Research & Insight Translation | Information Architecture for Complex Systems | Cross-Functional Stakeholder Alignment

TOOLS

Figma | Miro | Adobe Suite

EDUCATION

Master's in Digital Experience Design @ Hyper Island/Teesside University (2020-2021)

BFA in Applied Arts @ Rachana Sansad/Mumbai University (2009-2013)

CERTIFICATIONS

AI for Designers from Interaction design foundation (IxDF)