

Vaishnavi Walunj

Product and Customer Experience Designer

Innovation driven designer with over 5 years of experience in product, UX, and service design, with a strong track record across enterprise healthcare, travel tech, and AI-driven hospitality. Skilled in leading strategy, crafting intuitive experiences, and turning complex systems into simple, human-centered solutions.

 vaishnaviofficial@gmail.com

 +91 7338390432

 linkedin.com/in/vaishnavibwalunj

 www.vw-design.com

PROFILE SUMMARY

- Rich experience in using Human Centered Design aspects to design AI based applications
- Well-versed with WCAG 2.1/2.2 accessibility guidelines to create inclusive experiences
- An expert in collaborating with product stakeholders in Agile software development cycles

SKILLS

Service & Experience Design	Qualitative Research	Mixed-Method Research	UX/UI Design
Natural Language Processing	AI and Machine Learning	In-depth Interviews	Focus Groups
Usability Testing	Survey Design	Data Analysis	Field Studies
Journey Mapping	Personas	Wireframing	Prototyping

WORK EXPERIENCE

Sr. Product & CX Designer

TravelX, Pune | January 2025 –Present

- Served as the **lead (and often sole) designer** across multiple product tracks at TravelX, managing strategy, UX/UI, service design, and delivery.
- Collaborated closely with **frontend and backend teams** to ensure smooth handoffs and scalable implementation.
- Led **end-to-end design** for complex travel products across flights, hotels, concierge services, and marketplaces.
- Played a key role in shaping **product and business direction**, especially by proposing and leading the **B2C expansion of TravelX**, originally a B2B-only ancillary service.

Key initiatives include:

- **Flight Booking Experience:** Designed comprehensive booking journeys, including seat selection, fare grouping, flight offers, and travel insurance flows.
- **Hotels Product:** Revamped the hotel booking experience with value-added services like *FlexiStay* (cancellation protection for non-refundable hotels), improved offer visibility, and intuitive search results with proximity-based logic.
- **Concierge & Ancillaries:** Defined user journeys and UI for a concierge service covering eSIMs, airport transfers, lounges, insurance, duty-free vouchers, and delay protection. Designed an Offers Marketplace for purchasing service discount vouchers.

Service Designer & Conversation Designer

Modal Systems, London | March 2024 –January 2025

- Led **qualitative research** with over 40 hotel guests and staff to **identify pain points and opportunities** in Alexa’s conversational AI service, **resulting in a 39% reduction in user drop-offs**.
- Designed new use cases resulting in improving **Alexa’s response efficiency** and **functionality**.
- Dashboard UI/UX Design:** Developed predictive analytics for client dashboards, visualizing guest behavior and trends to optimize service delivery.

UX Designer - Intern

Design3 , London | August 2024 –September 2024

- Collaboratively **restructured and launched core user flows and pages** for the Design3 website
- Created **lecture summaries using AI tools** to streamline content delivery.
- Contributed to **UX, service, and business design research** to enhance user experience and product value.

User Experience (UX) Designer

Elevance Health, Bangalore | July 2021 – July 2023

- Conducted extensive research and designed UX** for customer-facing products, AI powered health records, payment and claim systems, digital health services, AI powered chatbot, and Sydney Health
- Led and **facilitated workshops** with key stakeholders to develop digital product strategies, user research, personas, wireframes, prototypes, and conducted extensive user testing
- Led **usability testing for multiple products**, translating findings into actionable design improvements.

- Co-led the **rebranding initiative for Digital Foundry**, establishing design principles, guidelines, and style guides and design system
- Received multiple awards for excellence, including Impact **Lead with Purpose and Heart**, Impact **Go Above** Employee, and Impact **Partner to Win**

Business Design Intern

Selco Foundation, Bangalore | August 2020 – December 2020

- Designed **strategies for micro-entrepreneurs** focused on business sustainability with limited funds, enhanced value propositions, and tailored solutions
- Applied methodologies including market and gap analysis, competitor mapping, value positioning, Business Canvas model, customer journey mapping, and prototyping; facilitated workshops to equip micro-entrepreneurs with critical skills

Design Intern

Scouto, Bangalore | May 2020 – January 2021

- Developed comprehensive designs for digital and offline media, established brand guidelines, and enhanced UI/UX for customer-facing application

Graphic Design Intern

UpSchool EdTech Pvt Ltd, Bangalore | July 2019 – December 2019

- Designed visual concepts and illustrations to convey educational concepts, using child psychology to enhance engagement

PROJECTS

‘AI Alexa Concierge ’ for NH Hotels

Modal Systems, London | March 2024 – Present

- Interviewed over 40 guests and hoteliers to understand pain points and opportunities in the current Alexa’s conversational AI concierge service offered by Modal Systems
- Designed and tested over 20 conversation AI failure mitigation strategies to reduce user drop-offs
- Designed AI-driven conversational flows to enhance user experience for Alexa in the hospitality industry.

River Song

Council of Royal Borough of Greenwich, London | October 2023 – February 2024

Designed and executed a **mixed-method research study on environmental noise pollution** and its ecological impact on the River Thames, utilizing AI/ML models for data analysis. Presented insights and design to stakeholders.

Gather (Winner of HackLBS 2024)

London Business School, London | February 2024

Designed AI powered digital product and service for planning outings with friends and family

Hero’s Society

Council of London Borough of Hounslow, London | October 2023 – March 2024

Designed innovative **omni-channel service design** proposition for council's leisure centers aimed to leverage leisure to significantly **reduce annual health expenditures by ~£3625 billion**.

Nightscape

Havells, Bangalore | January 2021 – August 2021

Conceptualized and developed a **cloud-based sleep monitoring system** using AI-powered devices. Designed **predictive models to analyze sleep patterns, providing actionable insights** for improved health.

EDUCATION

Master of Arts in Service Design

Royal College of Art | September 2023 – August 2024

MA Service Design Representative RCASU, Service Design Studio lead, School of Design student voice

Bachelor of Design in Business, Services & System Design

Srishti Manipal Institute of Art, Design and Technology | July 2017 – August 2021

University Representative (2019)