

Roshni Vaya

Lead UX Designer

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[LinkedIn](#) | [Email](#)

Work Experience

ZS Associates | Pune

Lead UX Designer | Dec 2024 - Present

- Drove UX strategy and cross-functional alignment for 6+ major product releases, improving delivery predictability and reducing last-minute design changes by ~35%.
- Innovated the UX Storypoints framework, increasing visibility of UX effort
- Initiated the design pattern library, reducing redundant design work by ~65% and improving component consistency across teams.
- Partnered closely with engineering to resolve design-dev conflicts, ensuring 95% design fidelity in final builds.

Senior UX Designer | July 2021 - Dec 2024

- Strengthened end-to-end UX quality by identifying and flagging 10+ critical edge cases across releases, preventing downstream usability issues and improving QA pass rates by ~25%.
- Acted as the UX POC during IST hours, making quick decisions that accelerated sprint velocity by ~30%
- Building an extensive iOS design system which is currently consumed by 40+ product teams and 150+ designers .

Position Squared Marketing | UX Designer | Bengaluru

Nov 2020 - July 2021

- Performed heuristic evaluations to uncover usability issues, upgraded the UI to improve usability by ~20%
- Found a key usability gap and converted it into a new, high-value module, boosting product adoption by ~25–30%.

Ranosys Technologies | UI/UX Designer | Jaipur

March 2019 - Oct 2020

- Collaborated with PMs in 15+ discovery sessions, improving requirement clarity and reducing downstream design rework by ~25%.
- Delivered end-to-end UX across agile sprints, strengthening cross-team alignment and accelerating design-to-dev handoff by ~30%.
- Designed mobile and web experiences for 6+ client accounts, improving task efficiency and usability scores by ~20–30% across key workflows.

Roaring Studios | Creative Designer | Jaipur

Sept 2017 - Feb 2019

- Drove 7–10% average growth per client through targeted social media strategies.
- Managed branding and marketing for 15+ clients, ensuring high-quality delivery

Professional Summary

Lead UX Designer with 8+ years of experience solving complex enterprise challenges through structured UX thinking, research, and system-level design. I specialize in shaping scalable design systems, mapping decision flows, and bringing clarity to ambiguous requirements. Known for elevating visual quality and strengthening cross-functional alignment, I work closely with engineering to ensure feasibility and design fidelity. Awarded for identifying critical UX gaps, I created and championed the UX Storypoints framework—driving measurable UX impact, consistency, and team visibility across the organization

Education

B. Tech, Honors (Computer Science)

2013-2017

Professional UX Design certifications from IDF

2019-2021

Skills

Core UX Skills:

User Research, Journey Mapping, Interaction Design, Usability Testing, Accessibility (WCAG), UX Metrics & Measurement (UX Storypoints)

Design & Execution:

Visual Design, Prototyping, Wireframing, Design Systems, Component Governance, Design QA

Leadership & Collaboration:

Cross-Functional Alignment, Stakeholder Communication, Conflict Resolution, Design–Dev Collaboration, Mentorship

Tools & Technology:

Figma, Design System Tools, Jira, Confluence, Miro, Basic Front-End Understanding (HTML/CSS), Dev Handoff Processes