



# Isha Kadhi

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EXPERIENCE

Vodafone Idea Ltd.

Senior User Experience Designer

Sep 2023- Present

- Led end-to-end UX design for Vi-Business's scalable financial dashboard, used by over 500K monthly enterprise users and improved reconciliation speed by 80% through introduction of digital platform and reduced support call volume by 30% via this portal.
- Owned the redesign of the SIM activation journey on Vi, a high-impact acquisition touchpoint for 50M+ consumers, using analytics-driven iterations to boost completion rates.
- Guided fellow designers and fostered a culture of design excellence, leading cross-functional design reviews, promoting collaborative problem-solving, and improving overall design team velocity.
- Established scalable design processes and maintained thorough documentation of all design decisions across Vi Consumer Web and Vi-Business units, ensuring cross-functional clarity and continuity. *Awarded with Certificate of Excellence in May z'2024 for my impactful contributions towards multiple projects.*

Blinctrip

Product Designer

March 2023 – Sep 2023

- Led the end-to-end UX and product design strategy for a consumer-facing personalized travel assistant app, from concept to successful MVP launch in the US and UAE markets; collaborated cross-functionally to define the product vision, goals, and roadmap.
- Conducted and translated user research, usability testing, and market analysis into actionable design requirements; redesigned the flight booking flow to reduce drop-offs and boost user acquisition conversion. Delivered dev-ready assets and interaction specs in Figma for a seamless design handoff to development
- Improved overall user experience by implementing personalization and usability enhancements, which increased Net Promoter Score (NPS) from 32 to 75, boosted core task completion by 55%, and drove 40% growth in user retention.

The Parent Inc.

Product Designer

June 2022 – March 2023

- Owned end-to-end product design for the e-commerce pregnancy app, delivering tailored experiences for users across Southeast Asian markets including Singapore, Indonesia, and the Philippines.
- Conducted comprehensive user research and collaborated with product managers, engineers, QA, and developers to define a market-specific design strategy and ensure alignment across teams.
- Drove a reduction in Day-1 uninstall rate (40%) by redesigning the mobile experience with streamlined navigation, personalized content, and an emotional support feature, improving user retention and conversion to paid plans.

Neeman's

User Experience Designer

Nov 2021 – May 2022

- Designed and optimized end-to-end user flows for Neeman's e-commerce website, transitioning from wireframes to high-fidelity prototypes in Figma, contributing to a significant increase in conversion rates and overall user engagement.
- Collaborated with Business and Marketing teams to align design decisions with commercial goals, while enhancing usability and accessibility standards to improve overall website performance for a 3M+ user base.

EDUCATION

Bachelor of Management Studies (B.M.S), Major in Finance – 9.45 CGPA

K.J. Somaiya College of Science & Commerce, Mumbai

Higher Secondary Certificate (HSC) – 80%

K.J. Somaiya College of Arts & Commerce, Mumbai

SKILLS

Product Strategy

User Research & Interviews

Design Thinking

Storytelling

Usability Testing

Leadership

UX UI Design

Rapid Prototyping

Agile Methodology

User Flows

Responsive Design

Design Handoff

Critical Thinking

Wireframing

Ownership

Roadmap planning

PERSONAL ACHIEVEMENTS

National Level Swimmer  
8x State Level Gold Medalist

Awarded A Grade  
All India Intermediate Drawing Grade Exam