

I am **Vidisha**, a New York  
City-based **Designer &**  
**Strategist** driving  
innovation in FinTech  
for over 15 years



**Rooted in a deep understanding of the stakeholder ecosystem, I craft strategic frameworks, guiding principles, and conceptual models that inform better decision-making**

01

Pg.03

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## **S&P Global Platts News**

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## **Research & Discovery**

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## **Ideation & Brainstorming**

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## **Design, Test, Iterate**

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## **Go-To-Market**

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## **EY Financial Crimes Platform**

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## **Awards & Certifications**

# Fidelity Institutional: SMA Data App

Developed a unified SMA comp-focused app, a canonical data model, and the Power BI implementation, enabling a future-aligned capability for IICG & FI Leadership, RDs & RICs, and Compensation Team Members to access and share insights.

## Unified

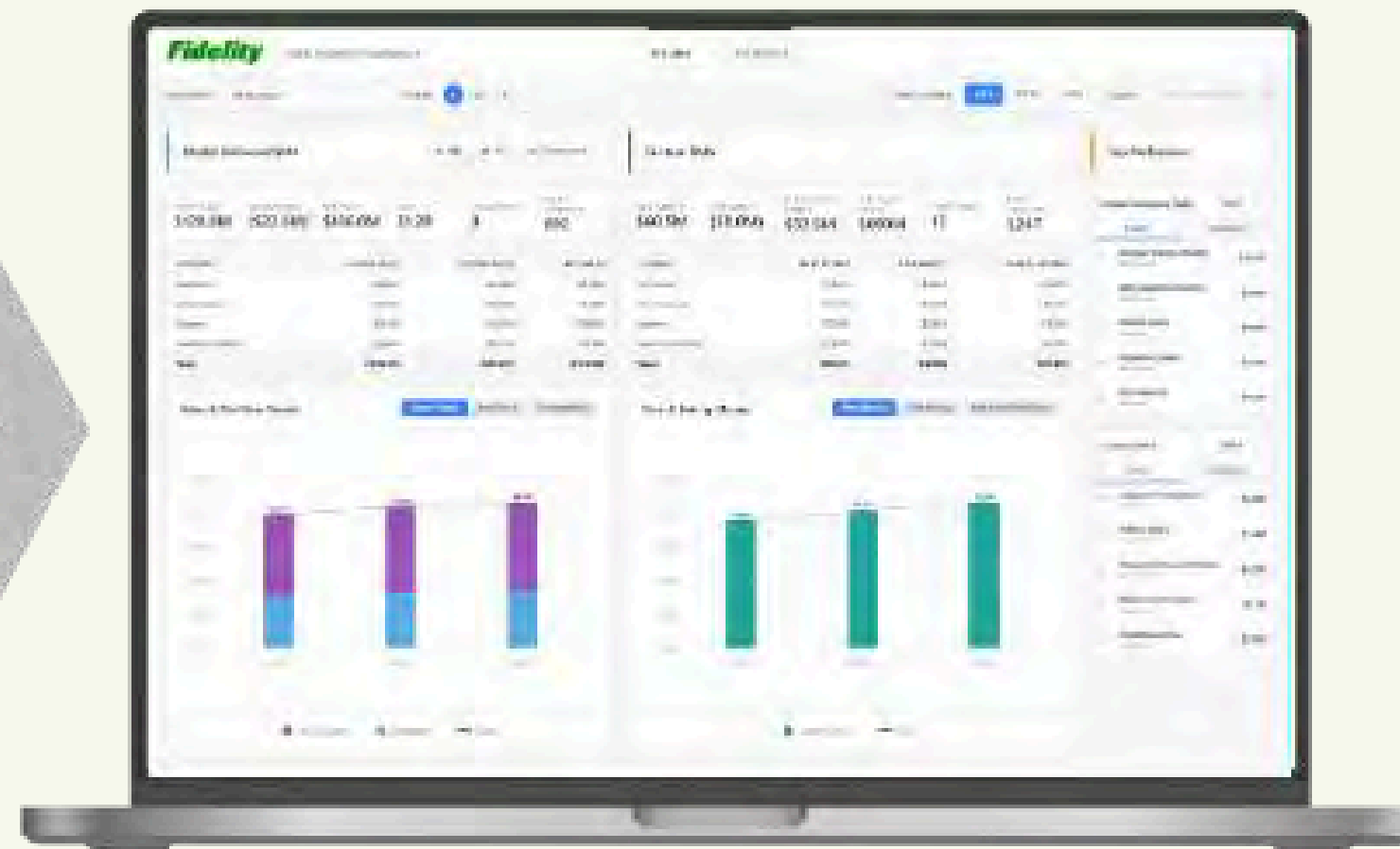
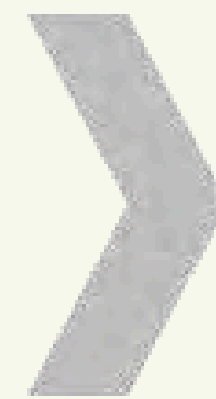
Model & Custom SMAs

## Rapid

Prototyping

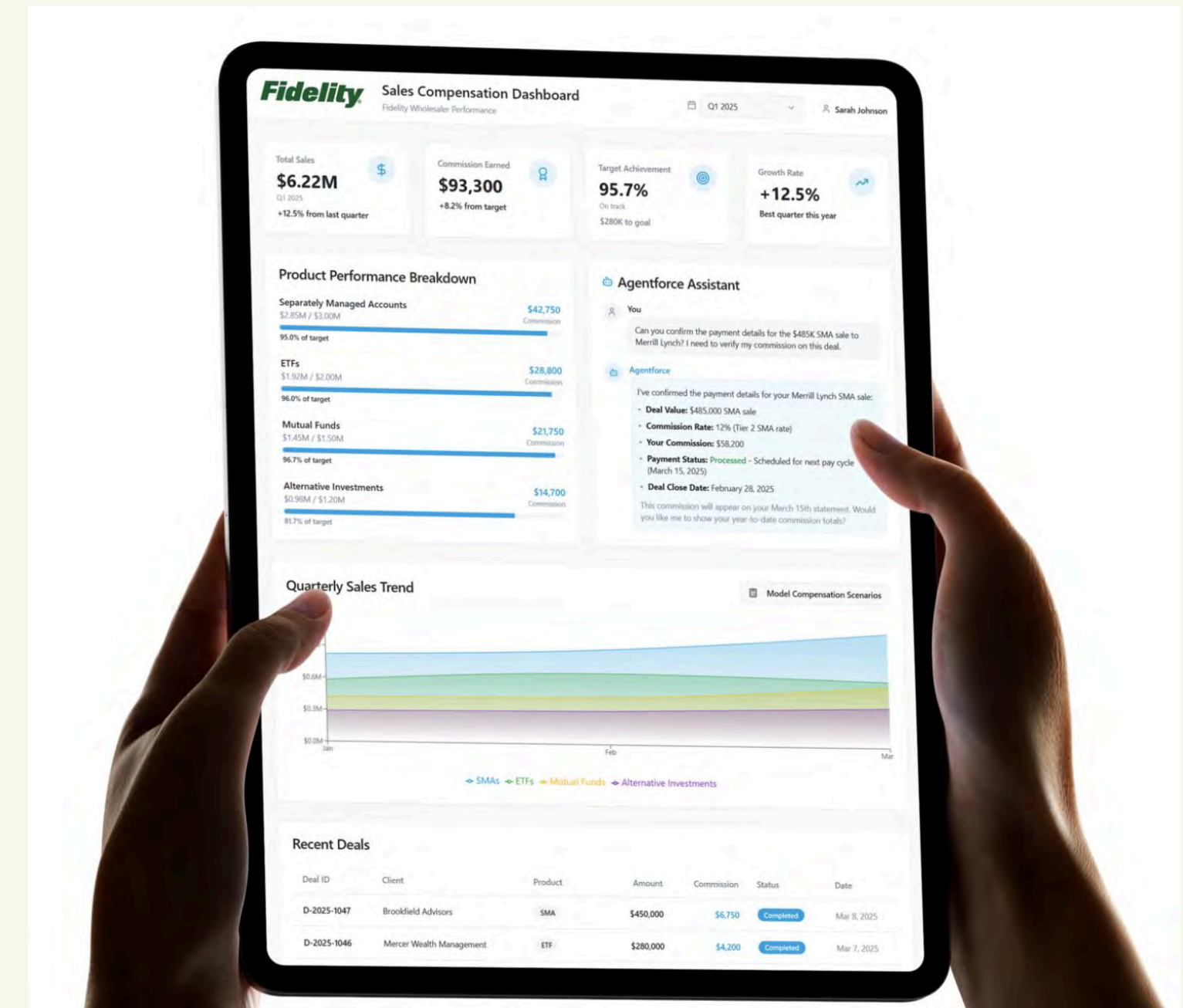
## 20 Hrs

Invested



## Next Phase FMAX

FMAX Intelligence prototypes and frameworks and presented to SVP running FMAX a high growth platform.



# S&P Global Platts Platform

**S&P Global Platts**

**Platts Markets**

Energy Transition

- Alternative Transport >
- Renewables >
- Hydrogen >
- Emissions >

Crude Oil

- Global >
- Asia Pacific & Middle East >
- Europe & Africa >
- Americas >

Refined Oil Products

- Gasoline >
- LPGs/NGLs >
- Naphtha >
- Jet Fuel >
- Gasoil >
- Diesel (ULSD) >
- Feedstocks >
- Fuel Oil >
- Marine Fuel >
- Biofuels >

Metals | Steel & Raw Materials

- Iron Ore >
- Metallurgical Coal >
- Ferrous Scrap >
- Metallurgical Coke & Metallics >

Metals | Nonferrous

Natural Gas | Americas

**S&P Global Platts**

**Hydrogen Market**

Commodity	Price	Change
Northeast Hydrogen SMM	\$0.79	↑ 0.0000%
Japan Hydrogen SMM Asia	\$41.175	↓ 0.0000%
Asia Pacific Hydrogen Alkaline	\$0.79	↑ 0.0000%
Alkaline Hydrogen Alkaline	\$41.175	↓ 0.0000%
Refined Hydrogen	\$41.175	↓ 0.0000%
Italy Hydrogen	\$41.175	↓ 0.0000%

**News & Insights**

- European gas demand decline to 2030 looks 'inevitable' - S&P Global
- S Korea's Hyundai Motor signs MOU with UK INEOS to develop hydrogen business
- French regulator CRE approves 19 'sandbar' power and gas projects
- Danish field certified for use as carbon storage facility: Wintershall Dea
- UK's Johnson launches green industrial revolution
- Poland's PKN announces 2020 green strategy to cut emissions, boost RES capacity

**Market Commentary**

Platts European Straight Run Daily Market Analysis

- Asia MOC: BP, Centrica, Borealis, Vitol post 3 bids
- Asia Despatch MOC: Centrica UK bids for Jan, JRM demurrage
- Danish LNG tender heard awarded at mid-80s/MWh FOB

**Related Prices**

Description / Symbol	Price	Date	Region	Contract
Middle East (320)				
Dubai AMPLUR	\$42,000/bbl	21 Nov 2020	Europe	\$/bbl
Dubai AMPLUR	\$42,000/bbl	21 Nov 2020	Europe	\$/bbl
Dubai AMPLUR	\$42,000/bbl	21 Nov 2020	Europe	\$/bbl
Dubai AMPLUR	\$42,000/bbl	21 Nov 2020	Europe	\$/bbl
Dubai AMPLUR	\$42,000/bbl	21 Nov 2020	Europe	\$/bbl
Dubai AMPLUR	\$42,000/bbl	21 Nov 2020	Europe	\$/bbl
Dubai Swap MOC	\$42,000/bbl	21 Nov 2020	Europe	\$/bbl
Dubai Swap MOC	\$42,000/bbl	21 Nov 2020	Europe	\$/bbl
Dubai AMPLUR	\$42,000/bbl	21 Nov 2020	Europe	\$/bbl
Dubai AMPLUR	\$42,000/bbl	21 Nov 2020	Europe	\$/bbl
Europe (43)				

**Platts Dimensions**

Good morning, Serena.

Monday, 15 Jan 2022, 07:51am 12°C | London, UK

10 Nov 2020

**Dated Brent** PCAAS00

**102.22** USD/bbl

+2.220 (2.17%) ↑

1W 1M 3M 6M YTD 1Y 2Y 5Y

**\$164.38/bbl**

Assessment Description  
Northeast Hydrogen Alkaline Electrolysis \$/Kg

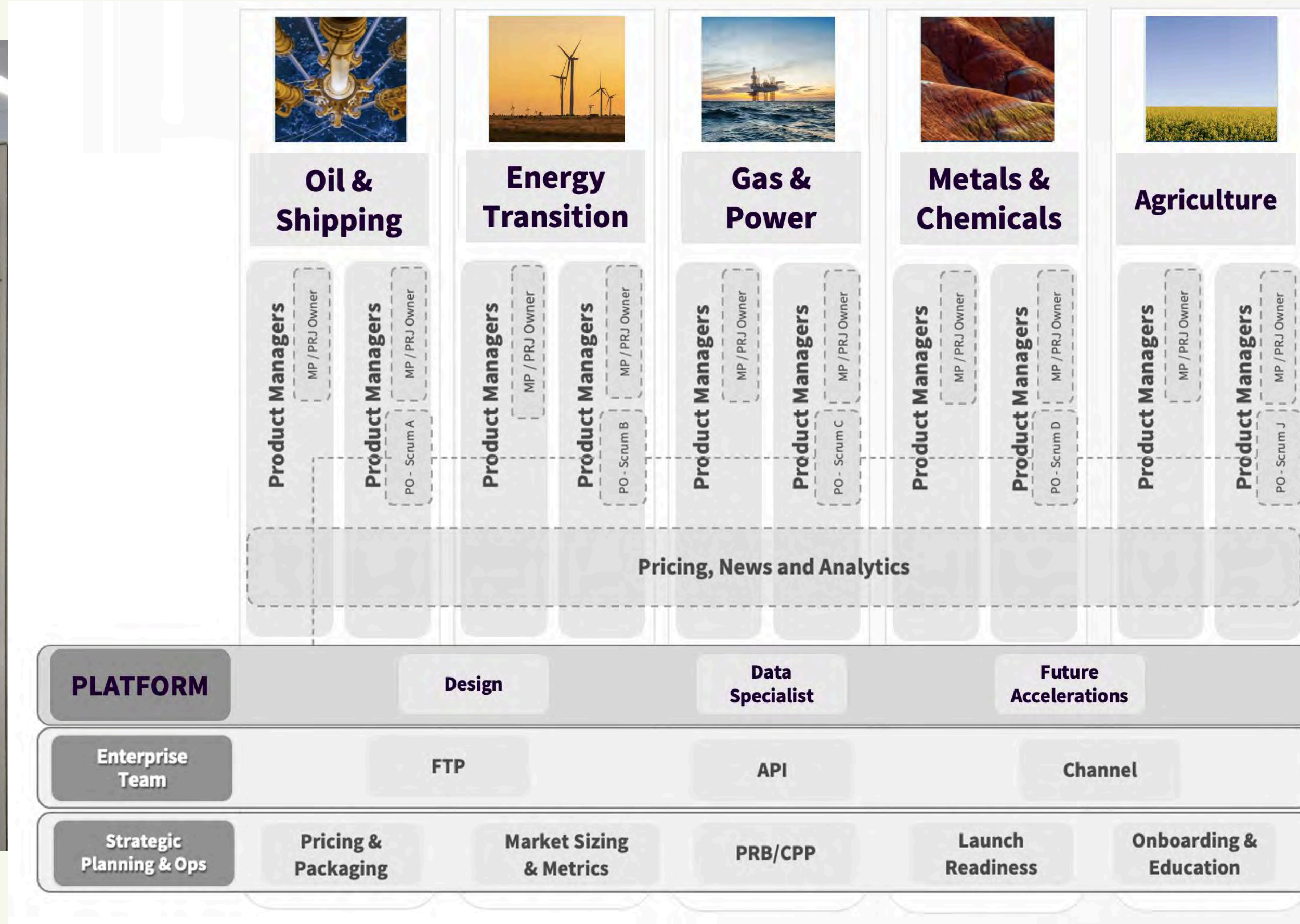
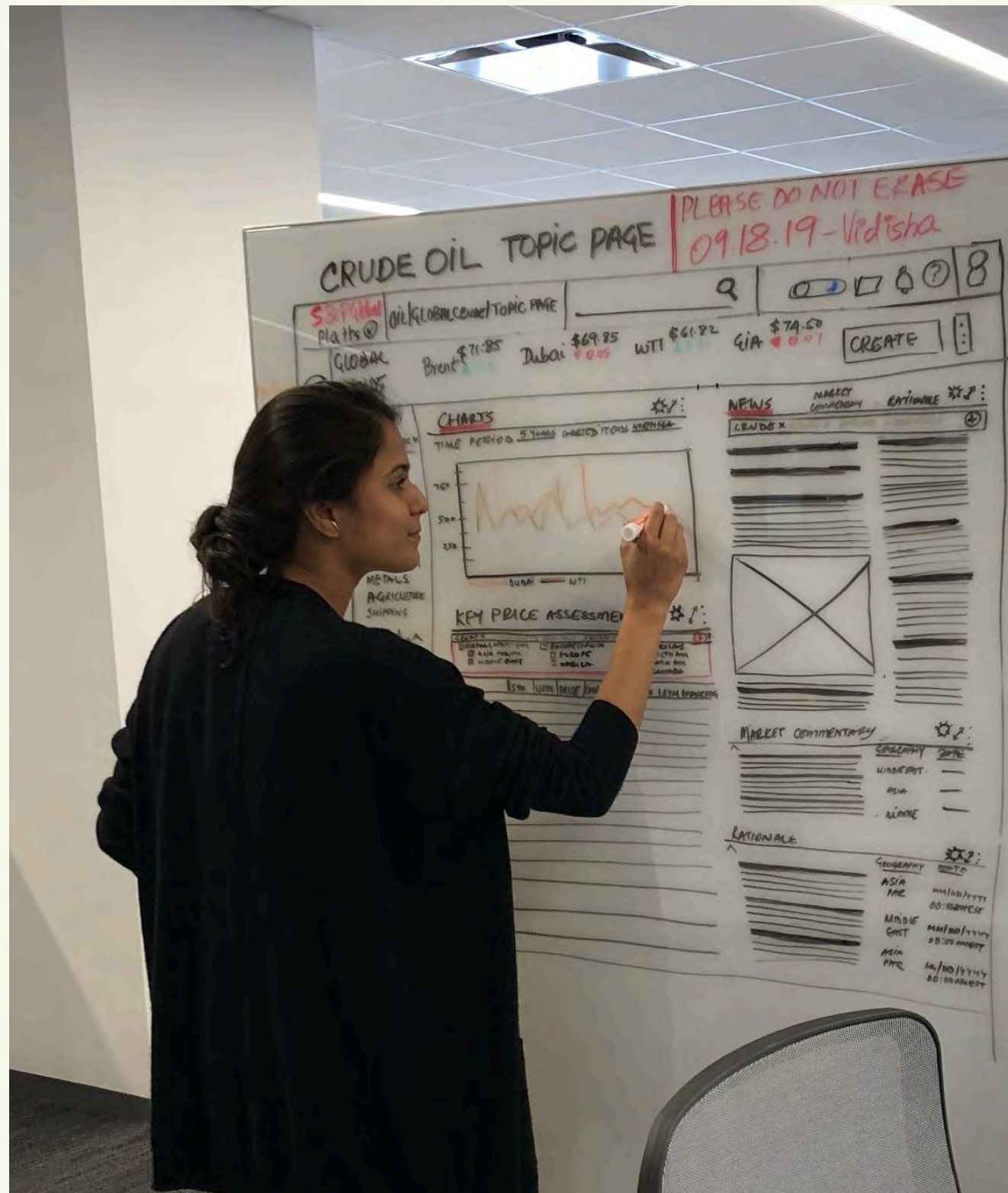
Assessed Date  
28 Sep 2020

Middle Price Index  
\$1.43/kg

Commodity  
Hydrogen

# S&P Global Platts Platform

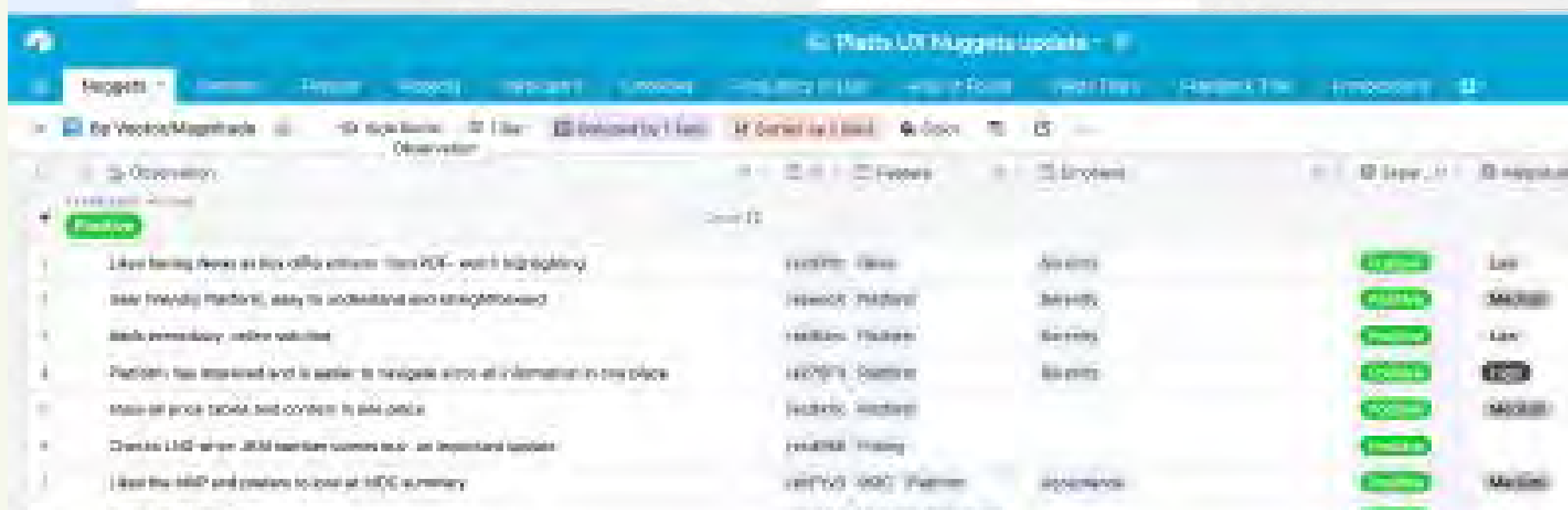
Customers in more than 150 countries look to S&P Global Platts expertise in news, pricing, and analytics to deliver transparency and efficiency to markets. S&P Global Platts' commodities benchmark price assessments are the basis for nearly 1,300 exchange-traded, cash-settled futures contracts. Research by McKinsey in 2019 revealed that "digitization can help the oil & gas industry cut capital expenditure by 20% and improve global cash flows by \$300 billion in the next five years."



## Change agent in the product transformation

I was brought in by the Chief Product Officer to reshape the siloed commodities (eg: Crude oil, LNG). I was charged with rationalizing legacy tools and data complexity into a new unified, modernized platform experience. This included a major overhaul of the information architecture and persona-driven personalization to better meet client needs.

TRADER (more reactive and short term strategies)					
	Get Smart		Analyze	Market Stand	
Process	Get Alerts	Monitor Market	Scenario Assessment	Perform Validation	Price Confirmation
<b>Activities</b>	Set up real time alerts Eg: Events, regional news, analyst interest	Access the spot prices and spreads on future markets Evaluate any arbitrage opportunities between different regions and products	Get fundamental data that drive price in the commodity target market Get changes in the inventory of the products in a specific location	Quick assessment of the impact of the weather on demand and what that will mean in terms of required supply response as well as any impact current planned or unplanned outages may have on supply Assess the impact of any outages on market prices Quick assessment of impact on prices and outages due to weather changes	Evaluate current position and compare models Take a view on the direction of the market and execute trading strategies to maximize returns on trades.
<b>Mindset</b>	Real time access to market prices and related content				



**Findings and Opportunities:**

<p><b>Issue:</b> Preference for PDFs</p> <p><b>To:</b> Enhanced Online Experience</p> <p>Feedback: Responded to customer preference for PDF reports, a valid issue will require pages and logs. This is the preferred experience for many consumers. Adding better search and navigation to the digital delivery channel will allow them to seamlessly integrate and find what they need.</p> <p><b>FEATURES/REQUIREMENTS:</b></p> <ul style="list-style-type: none"> <li>Improve search to page level</li> <li>Expand the content with PDF reports to bridge the transition</li> <li>Improve the mobile experience to showcase the quick and timely access to content</li> </ul>	<p><b>Issue:</b> Lacks relevant content</p> <p><b>To:</b> Access to curated and trending news</p> <p>Feedback: Upgrade to a more engaging and relevant experience that allows users to subscribe and unsubscribe to content that is most relevant to their business.</p> <p><b>FEATURES/REQUIREMENTS:</b></p> <ul style="list-style-type: none"> <li>Better placement of News</li> <li>Show relevant headlines at a glance</li> <li>Customize to Trending News</li> <li>Increase engagement through relevant visuals and content</li> </ul>	<p><b>Issue:</b> Insufficient Charting Options</p> <p><b>To:</b> Chart Builder and enhanced capabilities</p> <p>Feedback: Improve the charting options and allow users to create and save their own charts. Allow users to interact with the charts in ways that provide additional context and insights.</p> <p><b>FEATURES/REQUIREMENTS:</b></p> <ul style="list-style-type: none"> <li>Access to more Charts and Applications</li> <li>Advanced Chart Builder capabilities</li> </ul>	<p><b>Issue:</b> Limited understanding the current customer journey</p> <p><b>To:</b> Discovering the value of the Platform</p> <p>Feedback: Understand the full customer journey of all users by listening and empathizing with needs throughout their experience.</p> <p><b>FEATURES/REQUIREMENTS:</b></p> <ul style="list-style-type: none"> <li>Identify key touchpoints across the customer journey</li> <li>Map the current customer journey across all touchpoints, including mobile, desktop, and tablet, including awareness, when the customer is considering purchase and in the sales cycle</li> <li>Using analytics to understand the value of the platform</li> <li>Define user journey goals to create targeted content, based on their needs</li> <li>Communicate the value of the platform to all users through relevant content and messaging</li> </ul>
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"The news section could be updated a bit more. Real-time, up-to-date. On Platts.com, under the oil section, I think the news should be put on top priority, maybe highlighted."

— Bunker Trader, Kpi Bridge Oil

"Platts may have a wealth of information on their site or with their people. However, unless they're able to present this information, they simply will not be successful."

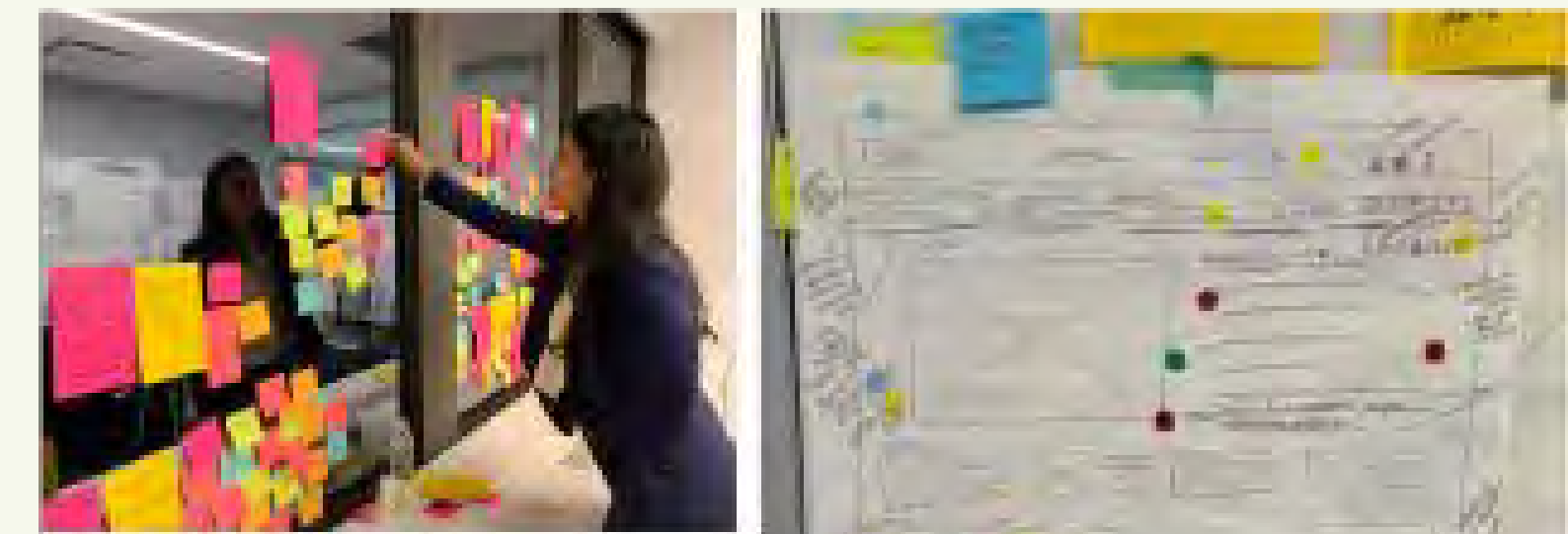
— Corporate Commodity Manager, CVG

"The news section could be updated a bit more. Real-time, up-to-date. On Platts.com, under the oil section, I think the news should be put on top priority, maybe highlighted."

— Bunker Trader, Kpi Bridge Oil

"They are separate markets, but certainly when I look at things in the industry, I'm generally looking for all that information together, if you can."

— Principle/Owner, Gas Processing Management Inc



## Ideation & Execution

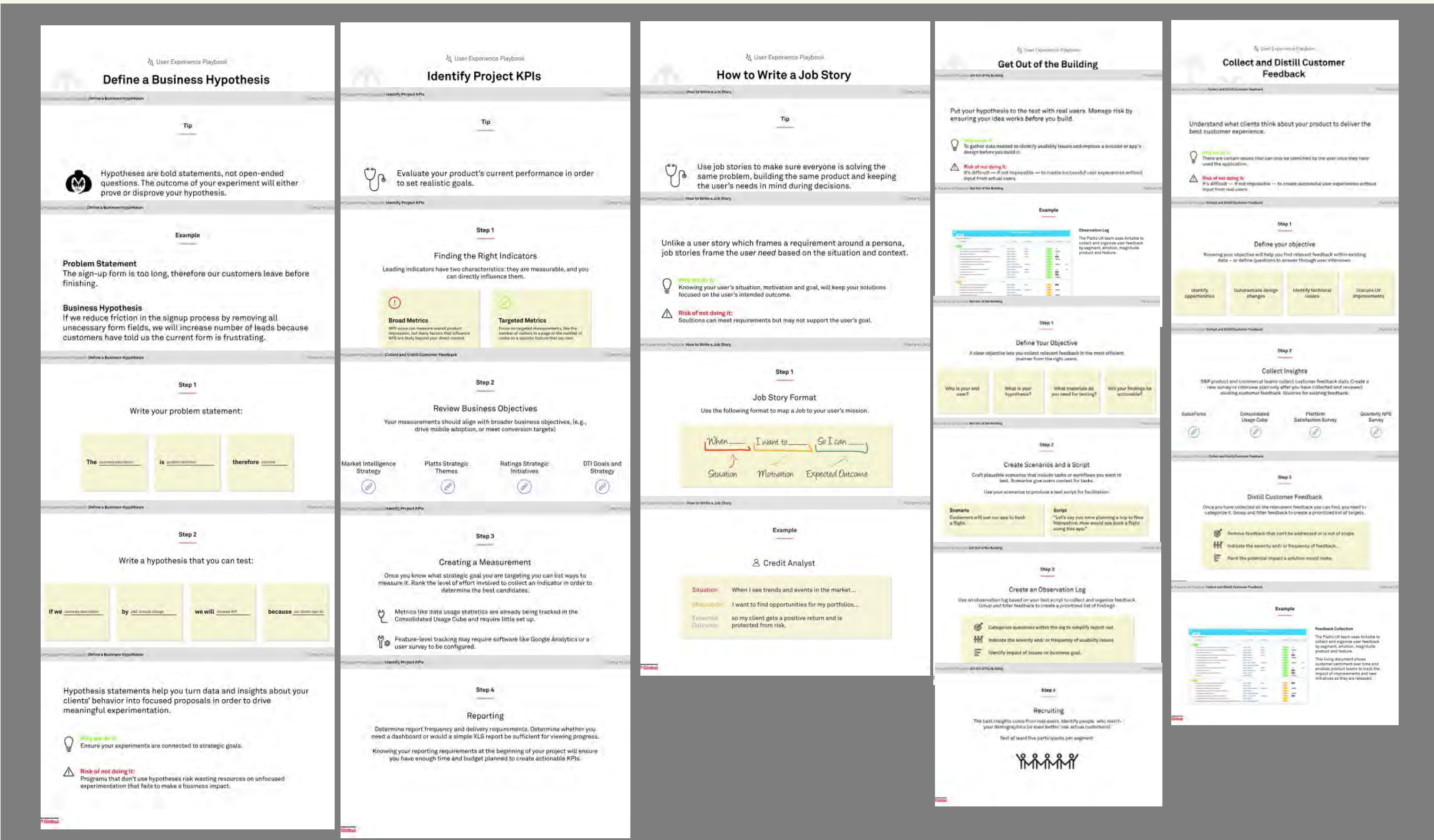
Conducted design thinking workshops across global teams in London, Spain and New York for Subject Matter Experts, Technologist, and C-Suite Executives to brainstorm the next phase of the Platts platform.

## Primary research & Discovery

Interviewed users Traders & Analysts. Consolidated findings using Airtable and Tableau.

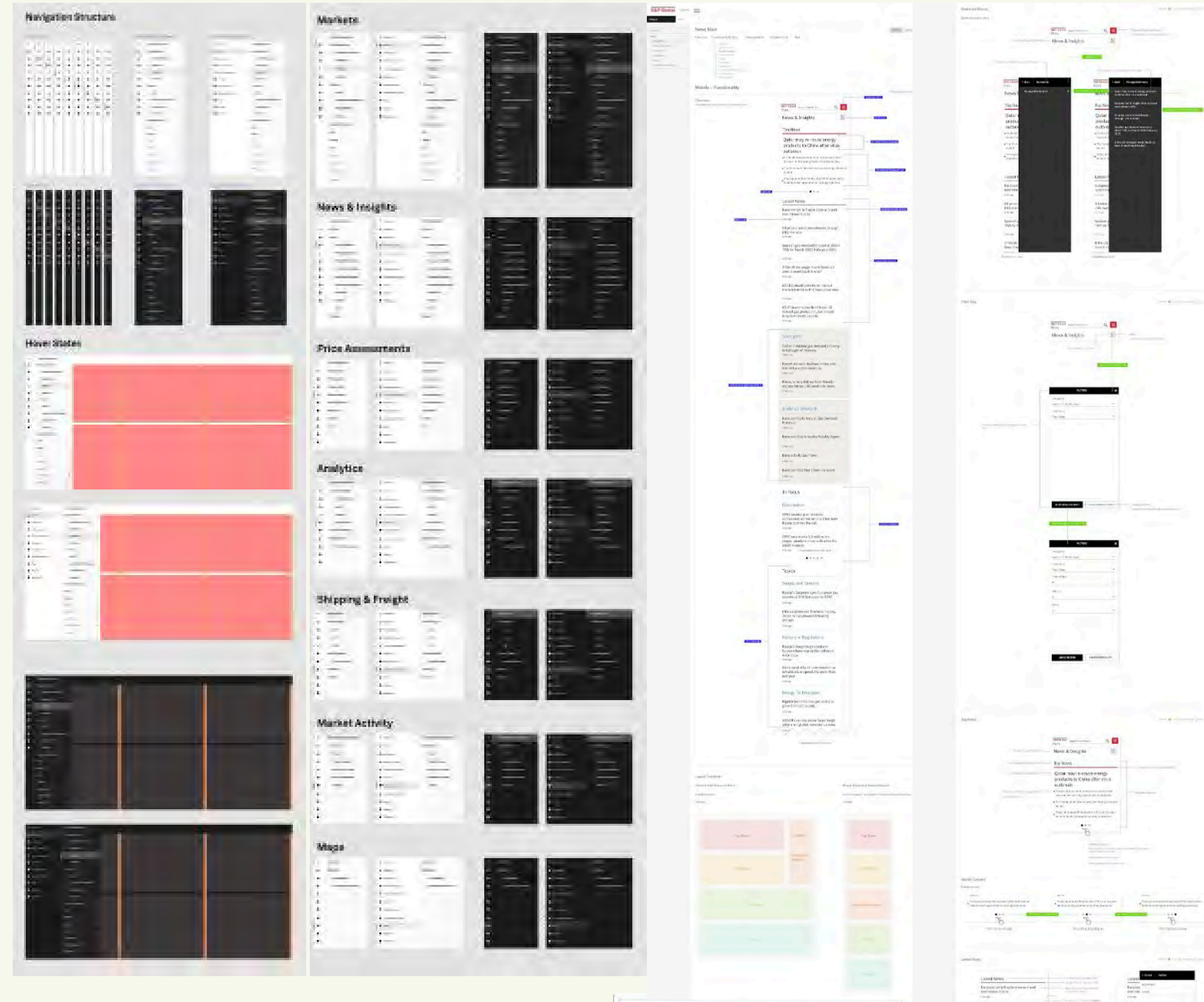


# Deployed and managed a UX team to created hi-fidelity & north-star prototypes as a repeatable process

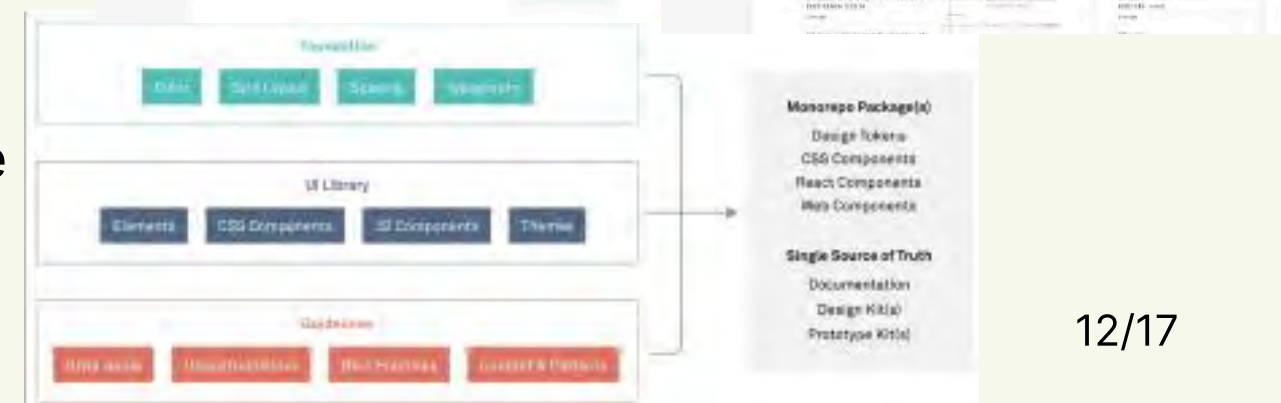


**UX Playbook**  
 Created a toolkit for intentional product releases and imparting that design thinking methodology, client centricity and deliver the quality

Aligned with the larger S&P Global Creative Heads, for weekly cadences on cohesive style-guides and backlog priorities.

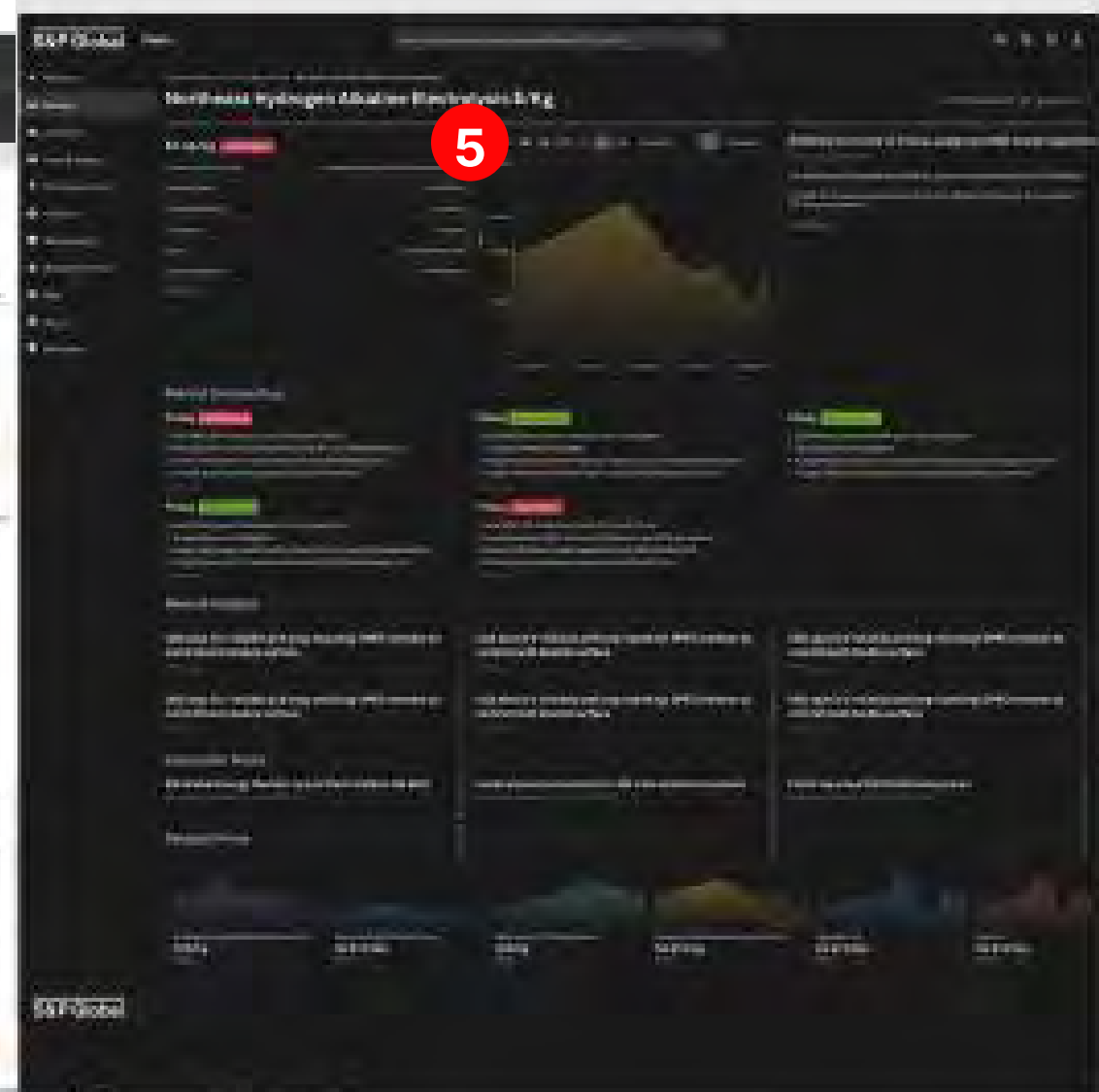
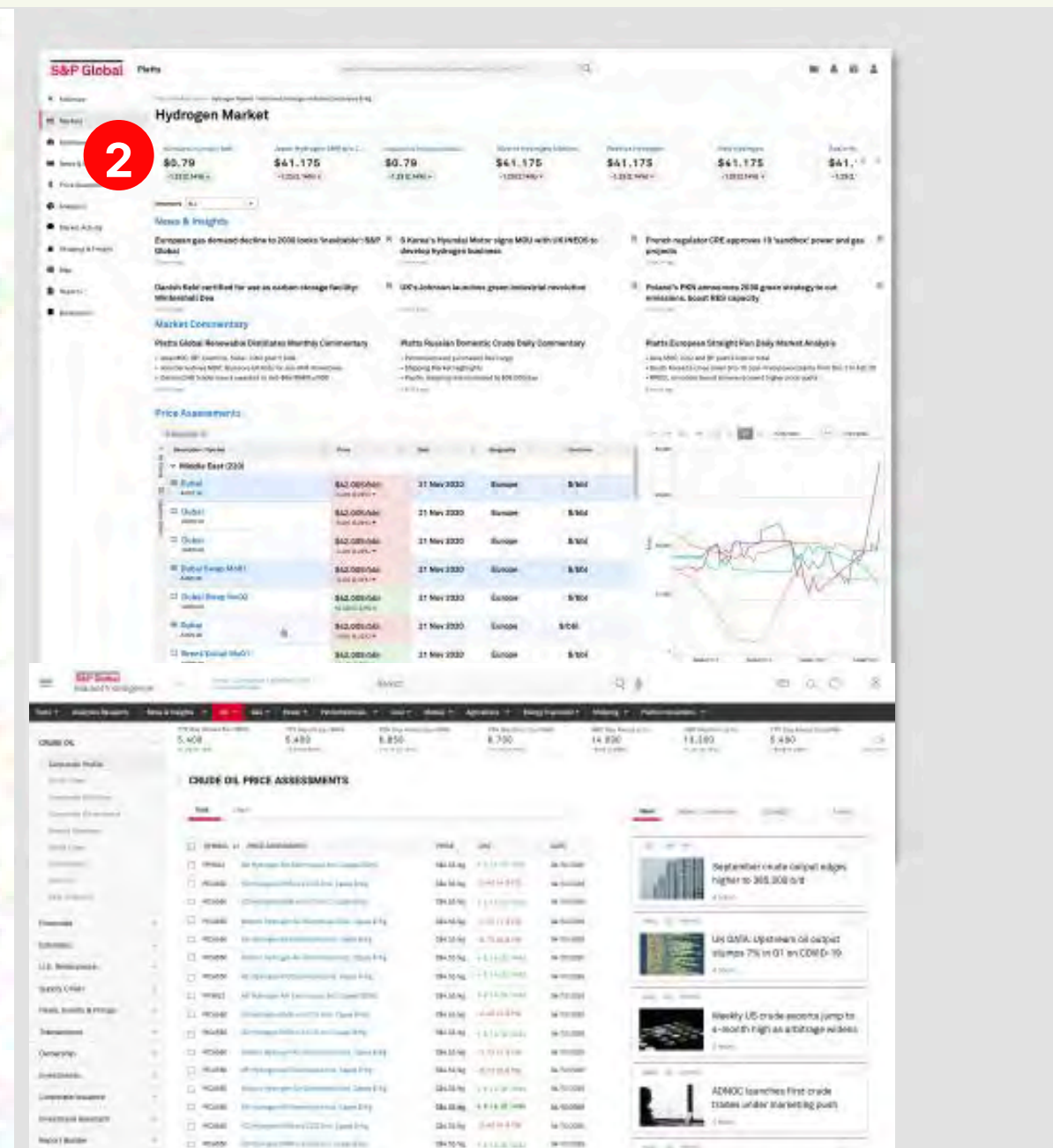
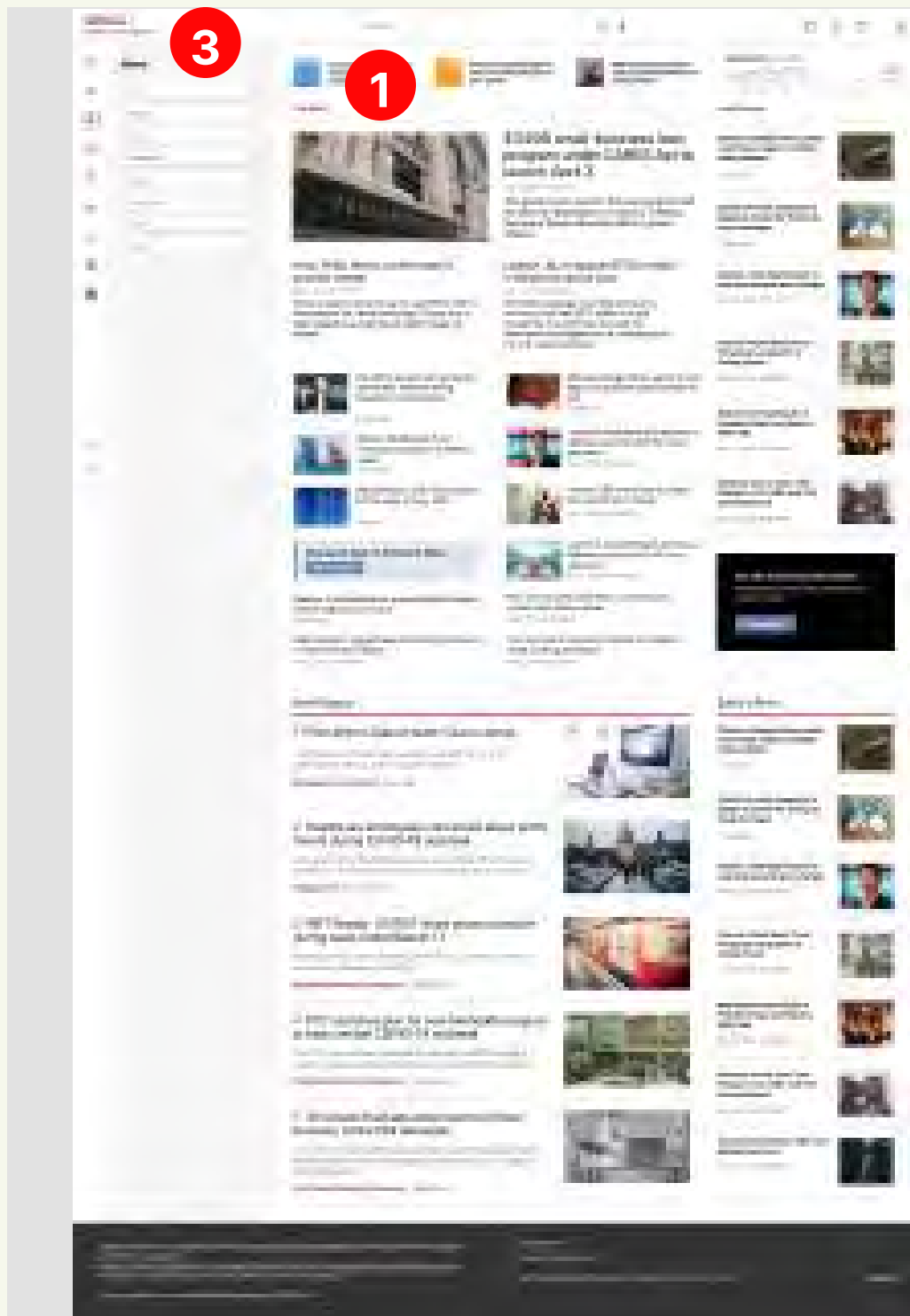


**Style-guide & Design Framework**  
 Documentation and guidance available on mini-site for engineers containing Redlines, annotations, components, and responsive layouts guides.



# Design Iterations and Foundational Shifts

# Testing with internal and external audiences



Identify design use cases based on KPIs & feedback

Create a "hypothesis backlog" of polishing existing features and sunsetting unused features for an iterative process

From

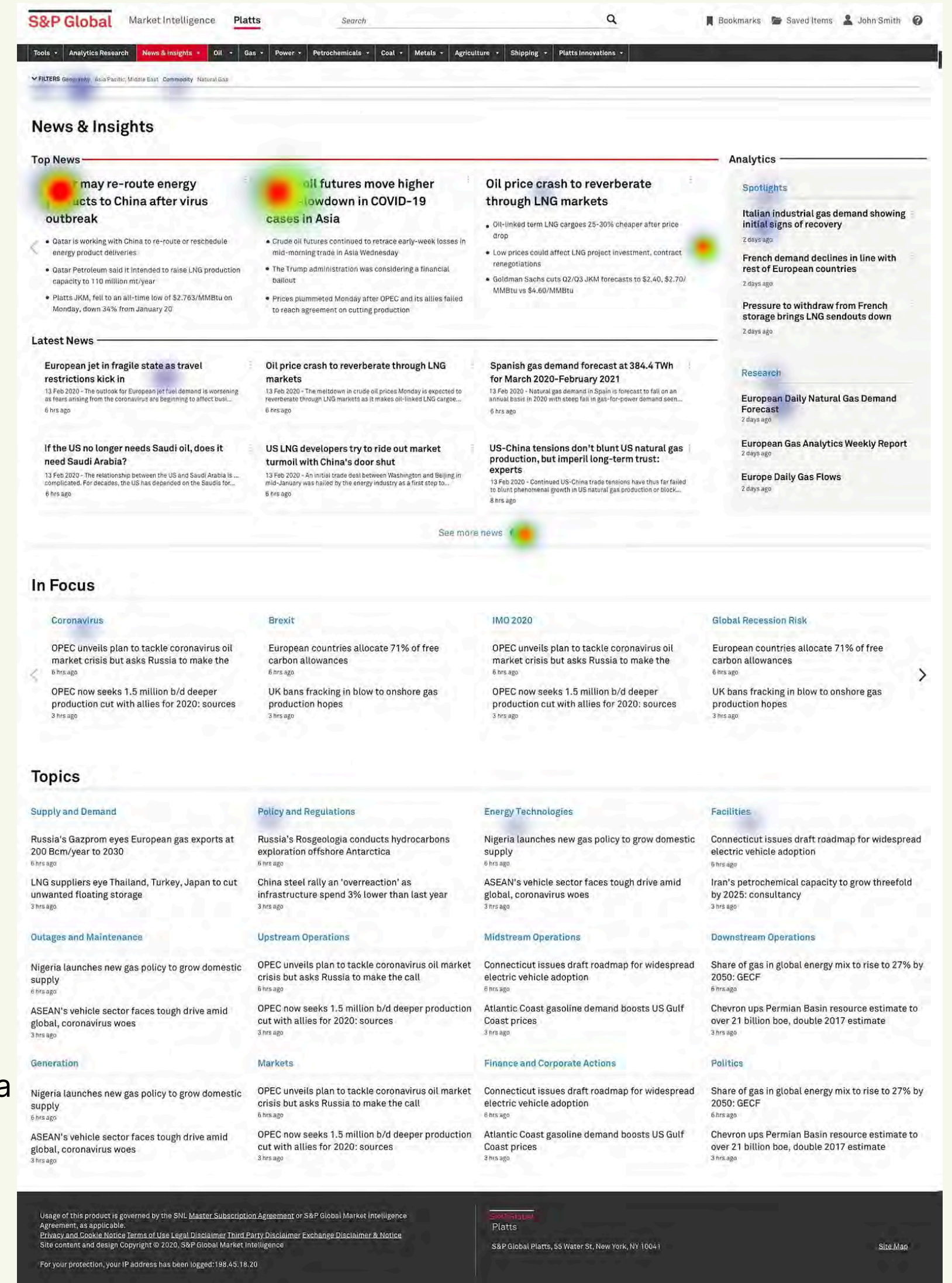
- 1 Ease of locating desired data
- 2 Key content at first glance
- 3 Finding relevant data efficiently
- 4 Incentivizing user with related content
- 5 Becoming the Go-To knowledge base

To

- 1 Top News
- 2 Benchmarks and key price assessments
- 3 Global Page filters
- 4 Price Pages with news, related prices
- 5 Chart Builder options with reference data

Validate design variations for testing and feedback

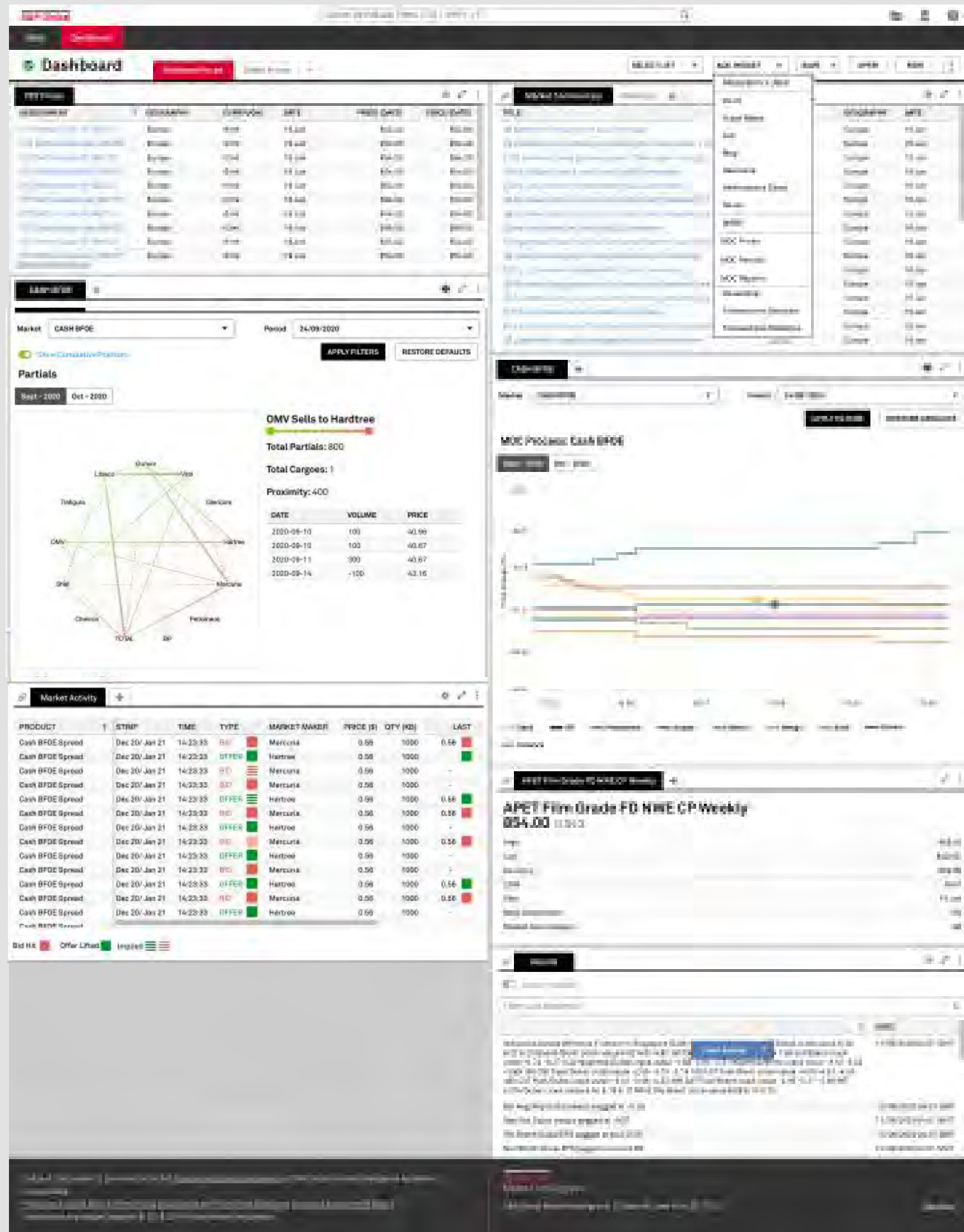
Allow Product management to talk to customer and generating ideas



Testing ideas, being lean and failing fast

Eliminate the high cost of building the wrong thing and reduce the cost of getting the first customer. Using the F pattern for design solutioning

Refactoring how market insights were delivered increased subscribers by **29%** in the first year.



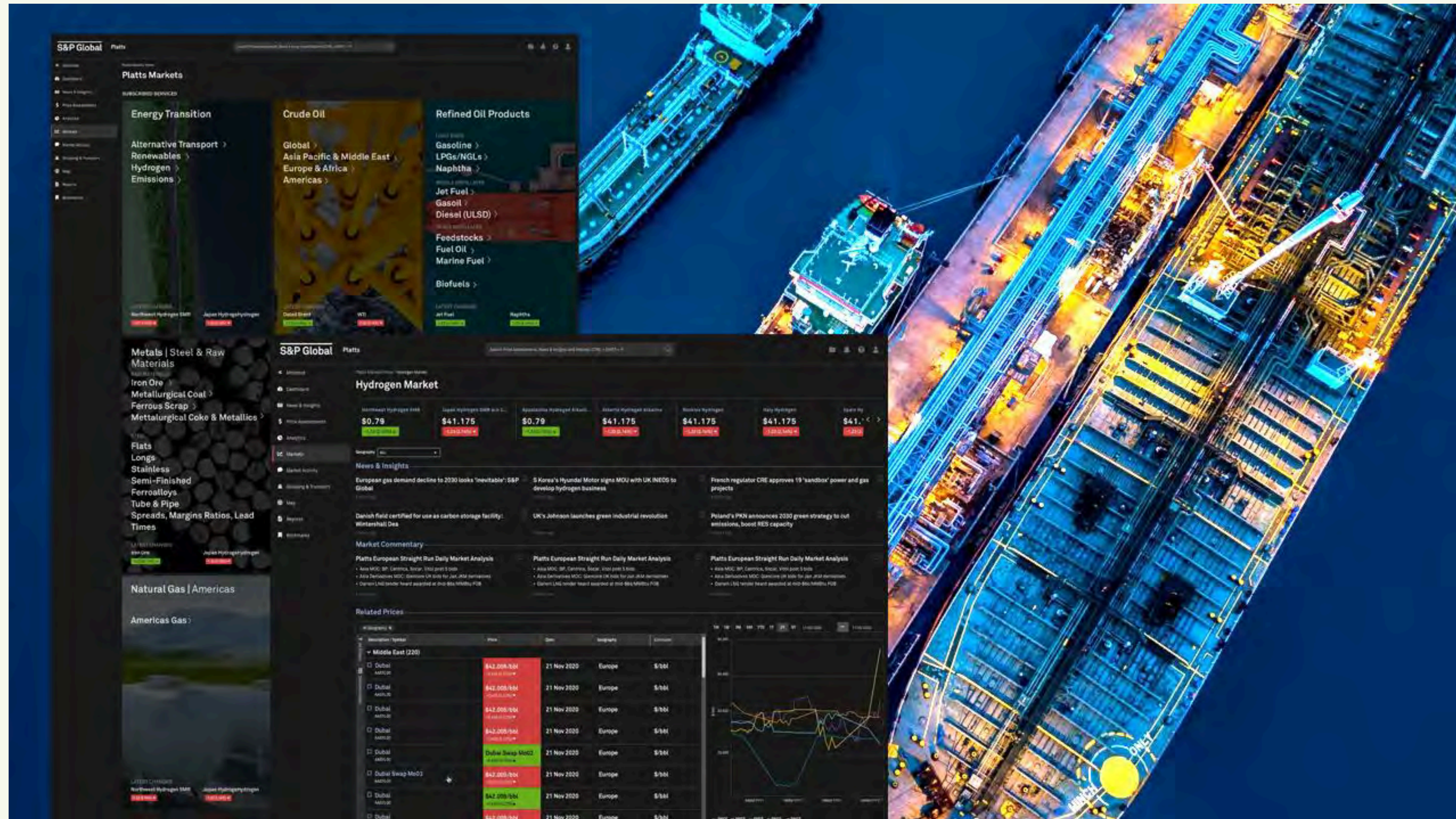
The Marketplace search results for 'platts' show a grid of product cards. Each card includes a title, a brief description, and a 'Commodity Insights' link. The cards are: Platts Heards, Platts Insights, Platts Structured Heards, Platts Oil Inventory, Platts Forward Curves, Platts Market Data - Petrochemicals, Platts European Gas Analytics, and Platts Market Data - LNG.

Product	Description	Link
Platts Heards	Commodity Insights	Commodity Insights
Platts Insights	Commodity Insights	Commodity Insights
Platts Structured Heards	Commodity Insights	Commodity Insights
Platts Oil Inventory	Commodity Insights	Commodity Insights
Platts Forward Curves	Commodity Insights	Commodity Insights
Platts Market Data - Petrochemicals	Commodity Insights	Commodity Insights
Platts European Gas Analytics	Commodity Insights	Commodity Insights
Platts Market Data - LNG	Commodity Insights	Commodity Insights

The Analytics Home page features a dark-themed interface with a world map, several bar and line charts, and a grid of report cards. The report cards include titles like 'Global Energy Outlook 2021', 'Global Energy Review 2020', and 'Global Energy Review 2019'. A sidebar on the right shows a 'Platts Moving' map and other navigation options.

# Outcomes

The award-winning release of the 'Platts Dimensions Pro' Platform, the baseline desktop and mobile application to include all commodities and analytical data, shortly after relaunched the platform to include Search, Market Insights, Dashboards, Benchmarks, Charting, and Alerts implementation, now available as Platts Connect.



In 2021, S&P Global Platts had \$950 million in revenue, which was an 8% increase from the previous year from design implementation.

Moved from email prices via PDFs in 2019 to a net new system with continuous iterative releases by 2020.

# S&P Global Platts CFlow

S&P Global CFLOW  
Platts

Map | Flow Analysis | Reports

Search on Map

Layers Groups

🔍 Vessels (890/1043)

David\_OPEC

Edit Filter Overview List View data

Status of 1043 Vessels

Unladen/Laden  
**489 vs 554**

Port/Transit  
**408 vs 635**

Cargo Volume (bbl)

Global  
**184,500**

China | Port A, Port B, Port C, ...f  
**24,534**

Singapore | Port A, Port B, Port C, ...  
**16,534**

Australia | Port A, Port B, Port C, ...  
**14,256**

🔍 Zones (23/30,034)

🔍 Regions & Countries

# Product Analysis and Contextual Inquiry

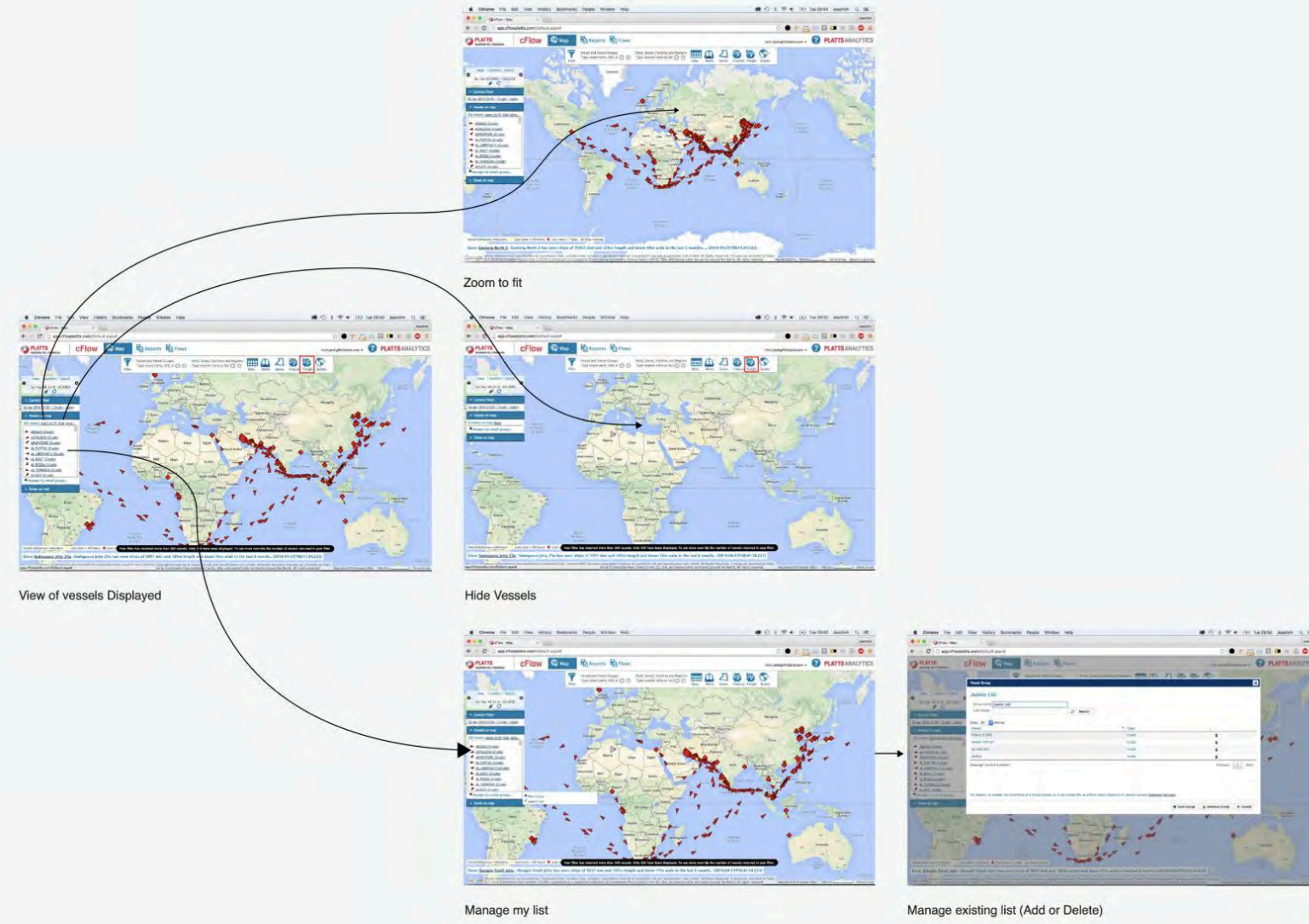
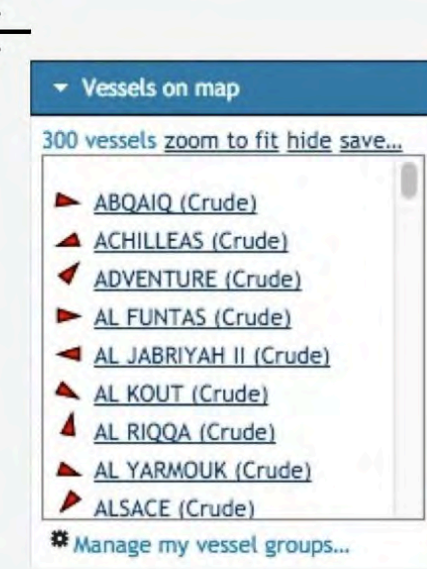
## Map

### Vessels on Map

This list outlines the full list of vessels that are displayed on the map.

The icons representation accounts for:

- Mobility of vessels (still or in motion)
- Direction of travel
- Commodity type



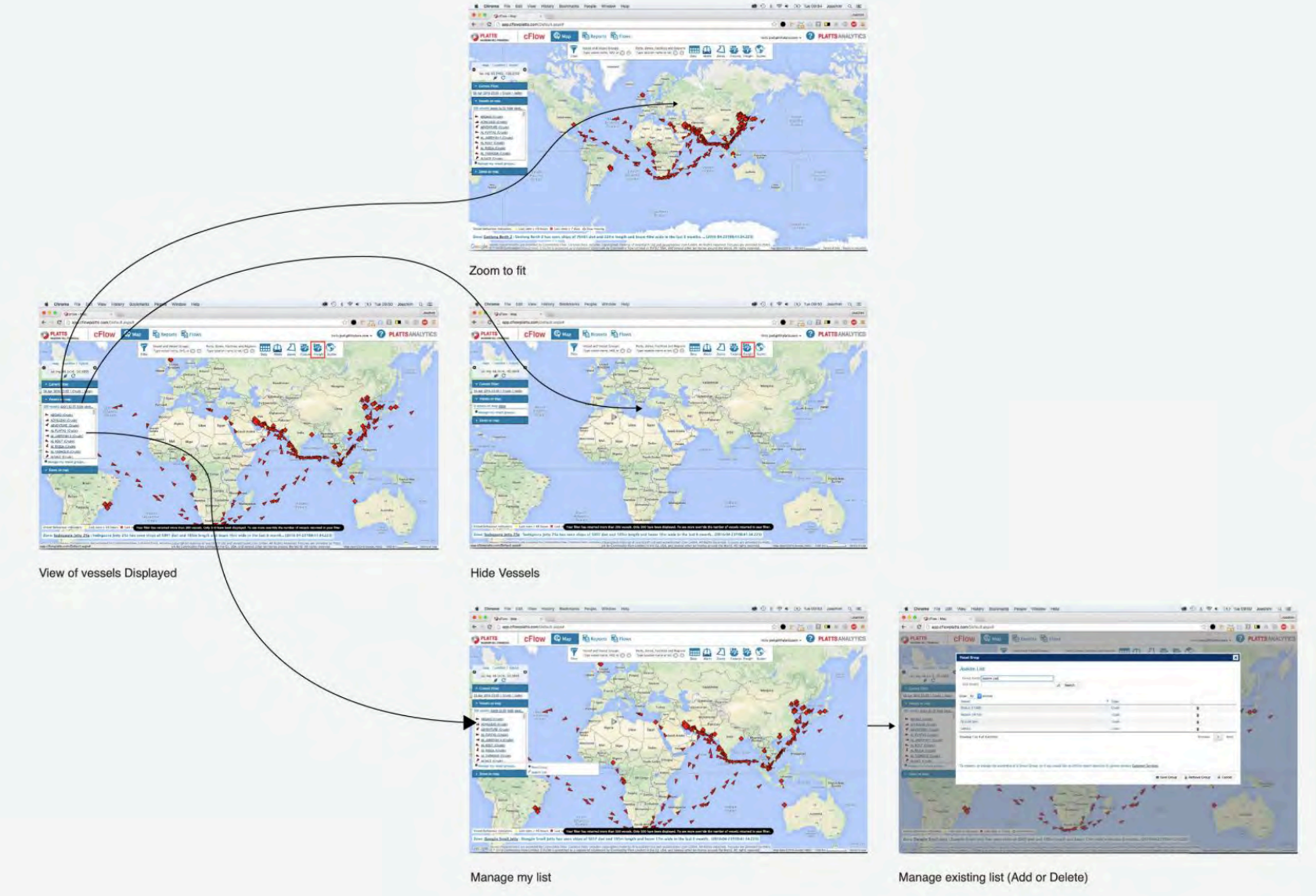
## Map

### Vessels on Map

This list outlines the full list of vessels that are displayed on the map.

The icons representation accounts for:

- Mobility of vessels (still or in motion)
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- Commodity type



## Map

### Navigation: Search

Search Vessels provides group results for Vessels and Vessel Groups

#### Search 1: Vessels vs Vessel Groups

- Vessels
- Vessel Groups
- Recent Groups

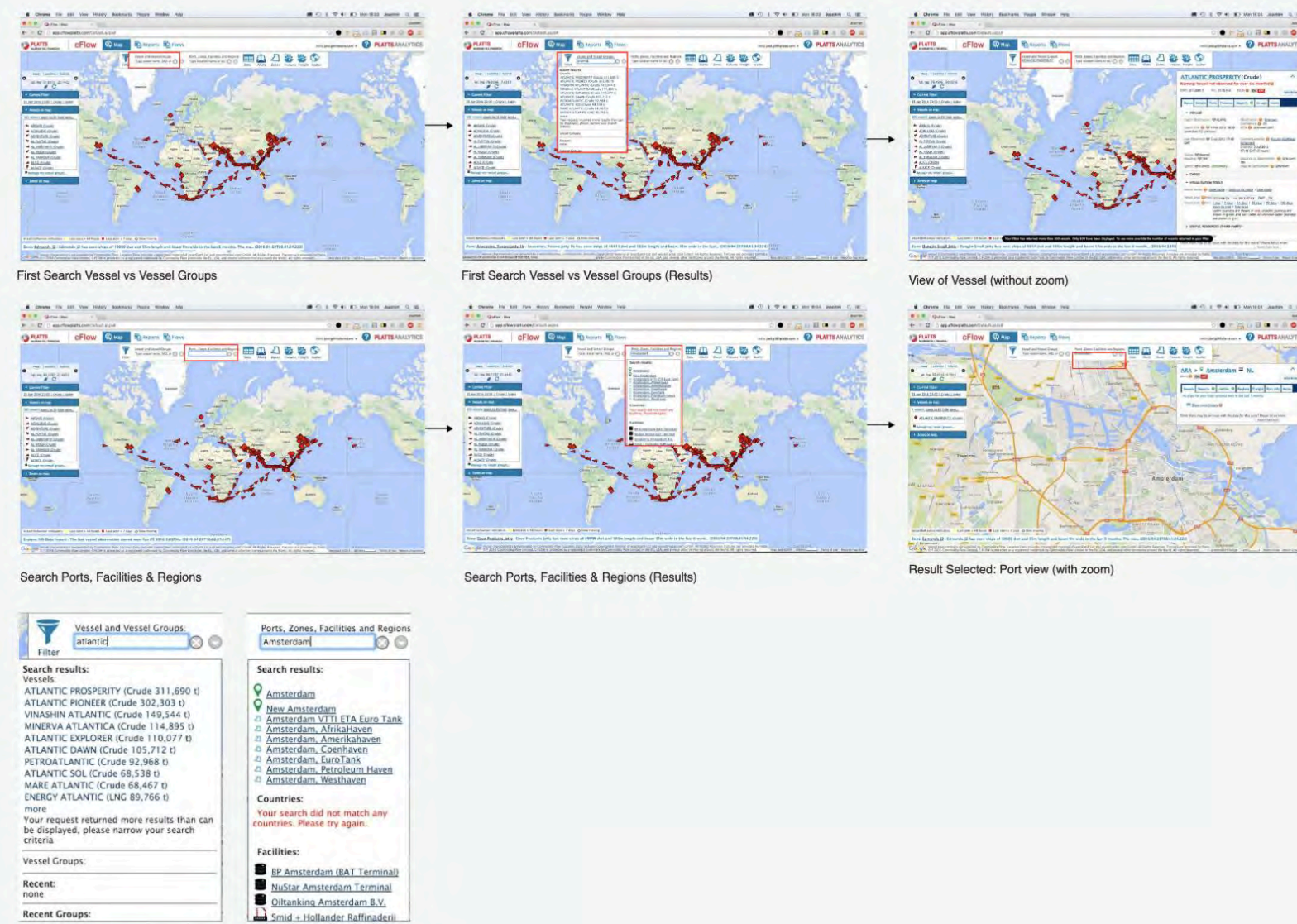
#### Search 2: Port, Country, Facility

- Recent
- Countries
- Facilities

#### CONSIDERATIONS:

- 1st Search does not change zoom level
- 2nd Search zooms into element

Both highlight immediately the relevant modal that contains information about the same search result.

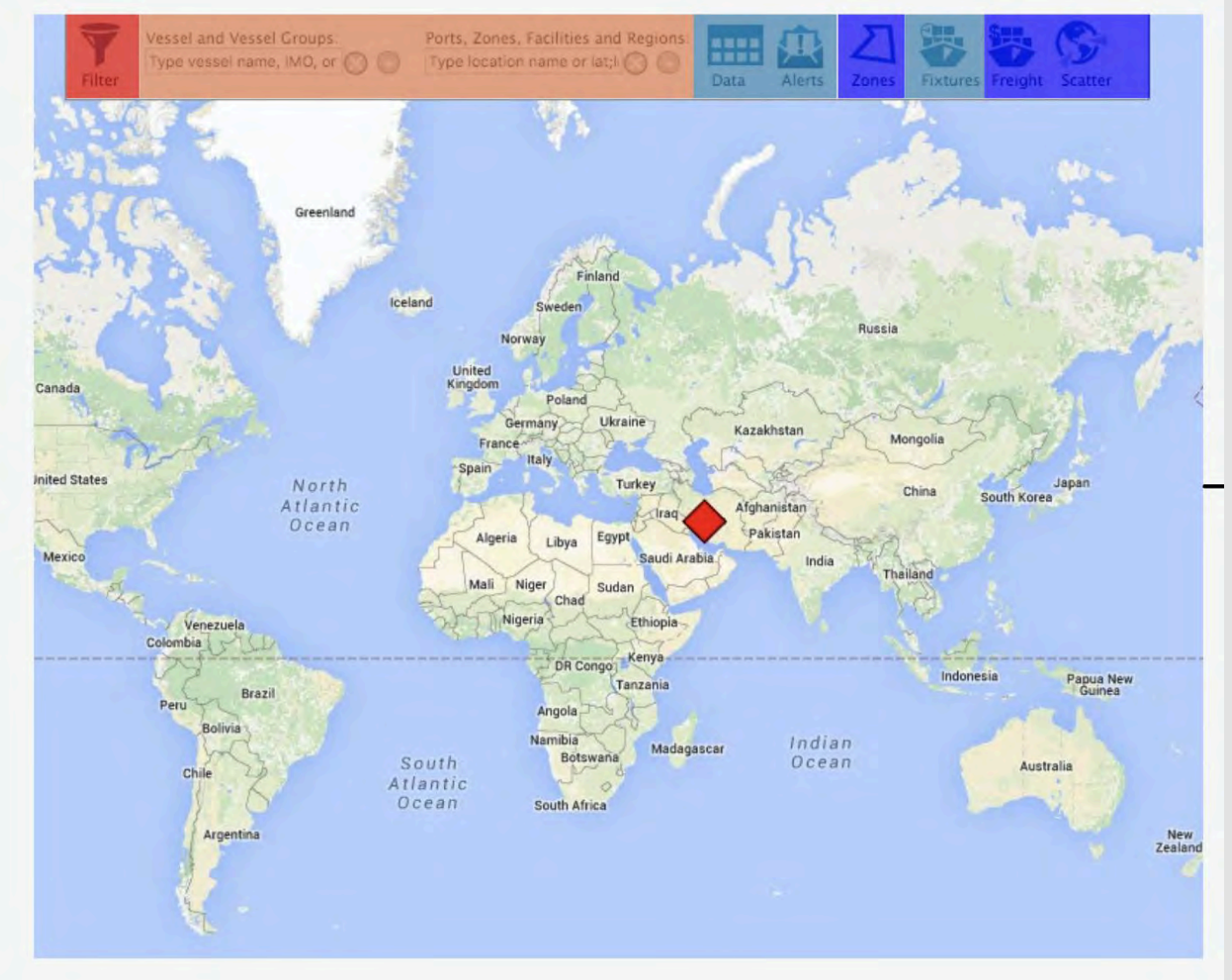


## Map

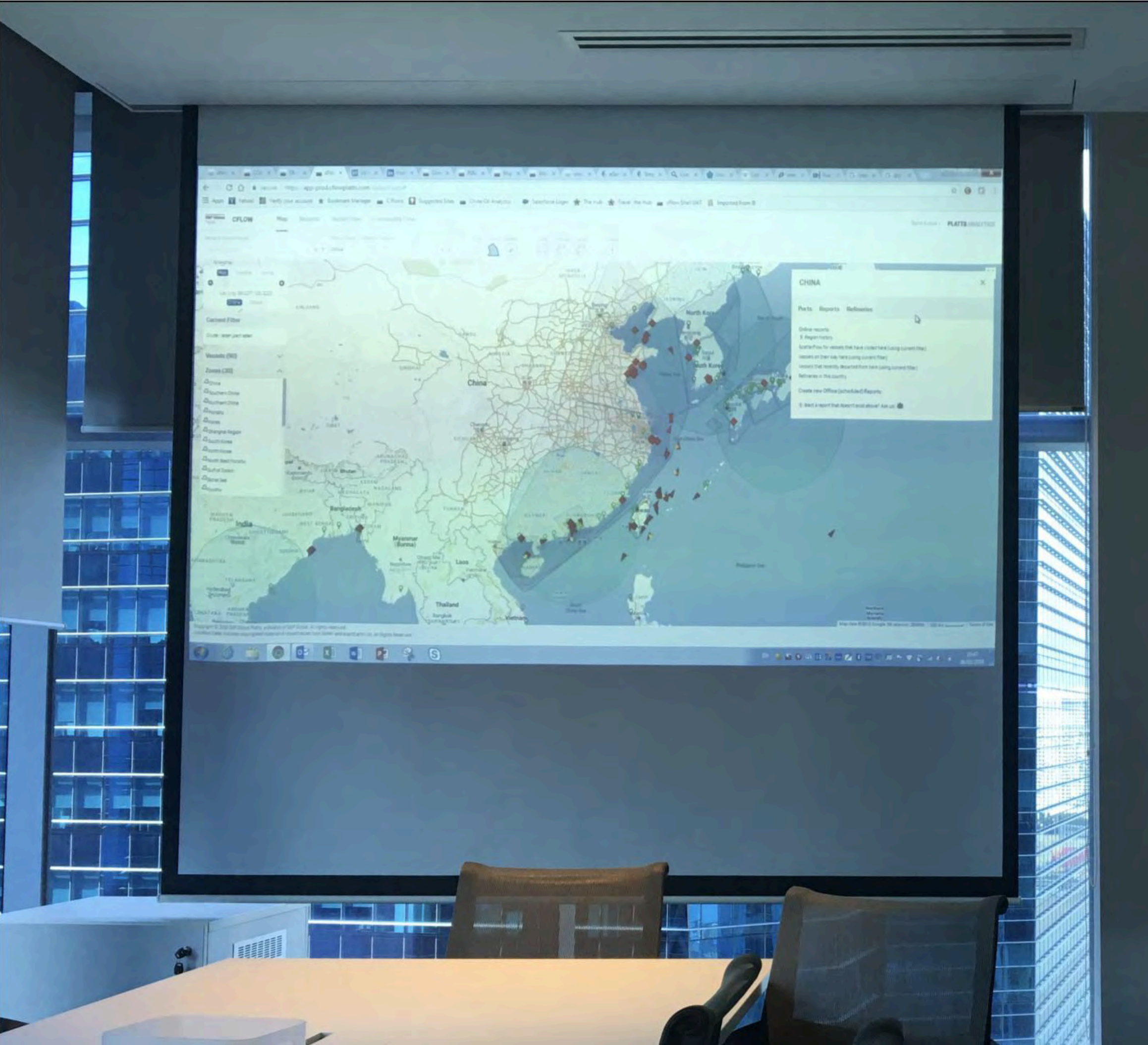
### Primary Navigation

As a navigation element this offers the user an extensive set of options; however they perform very different functions while they sit next to each other.

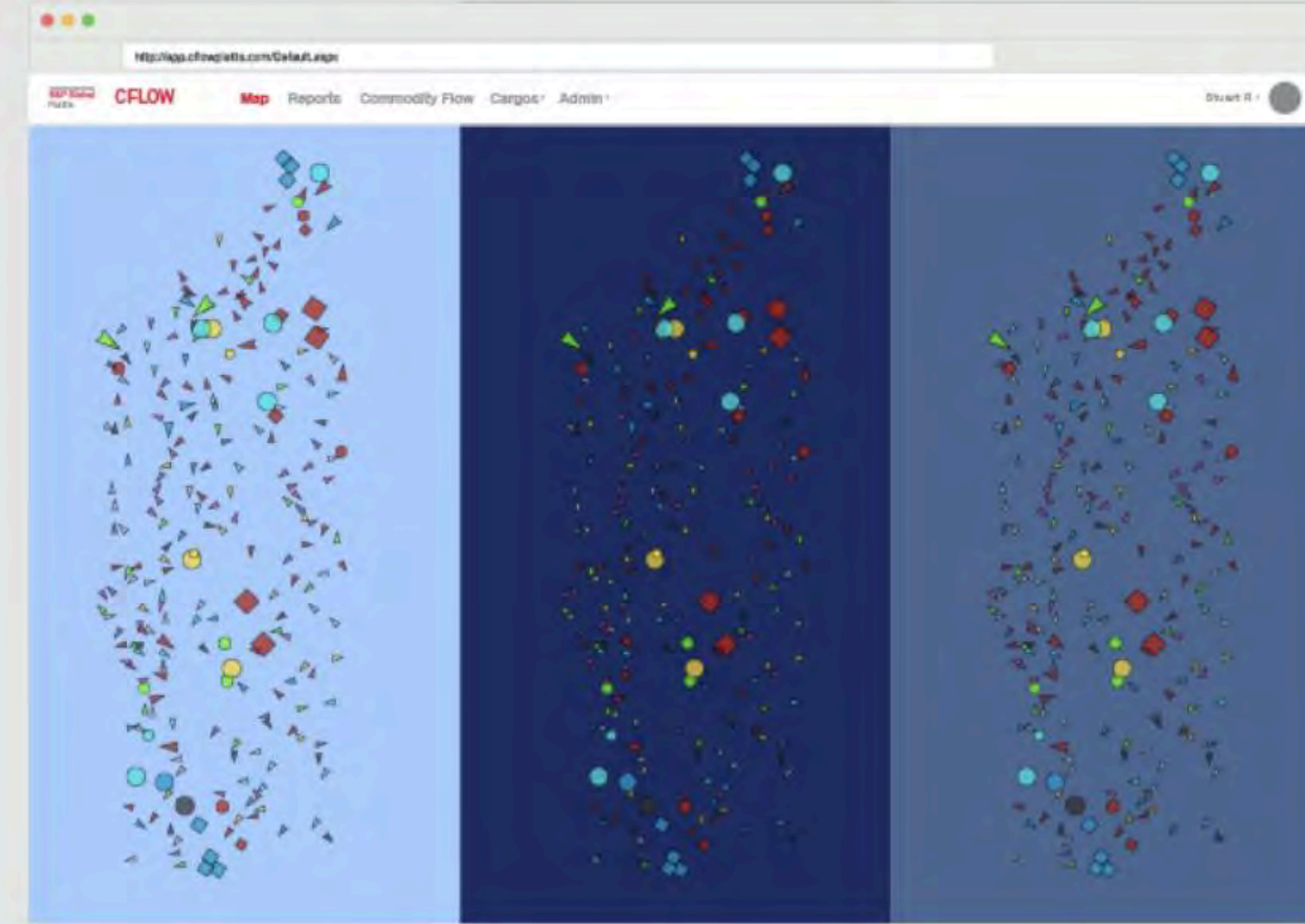
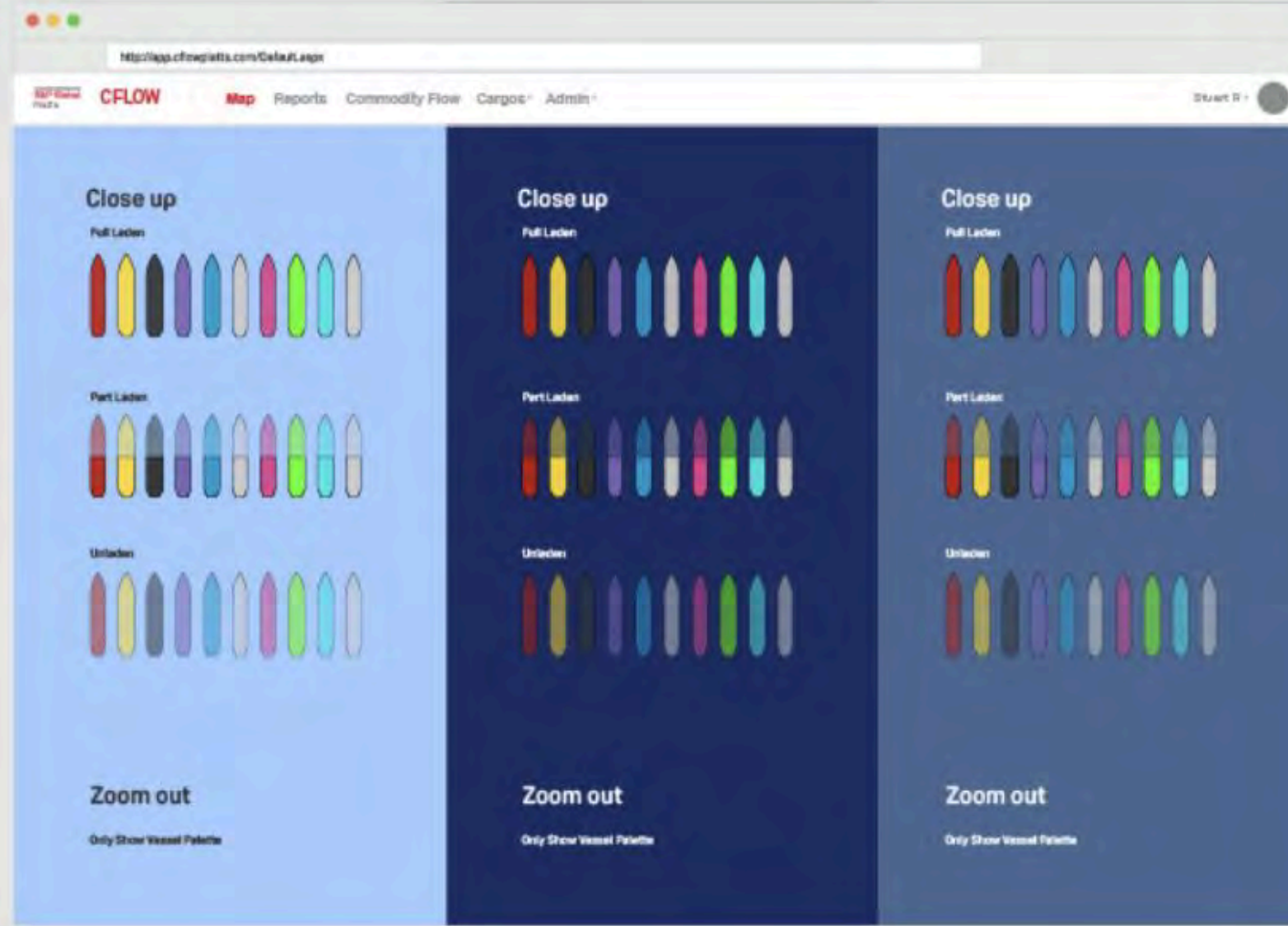
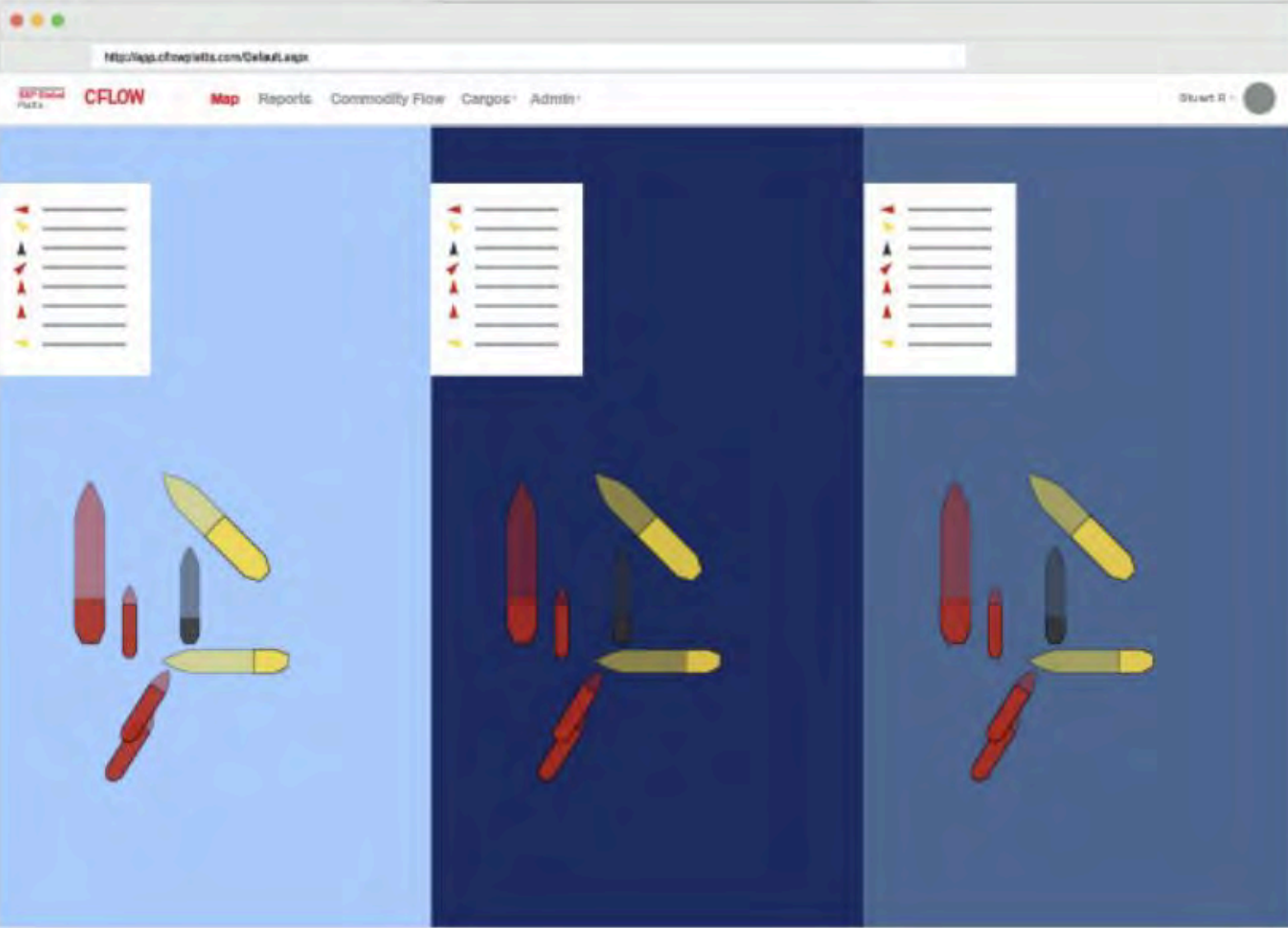
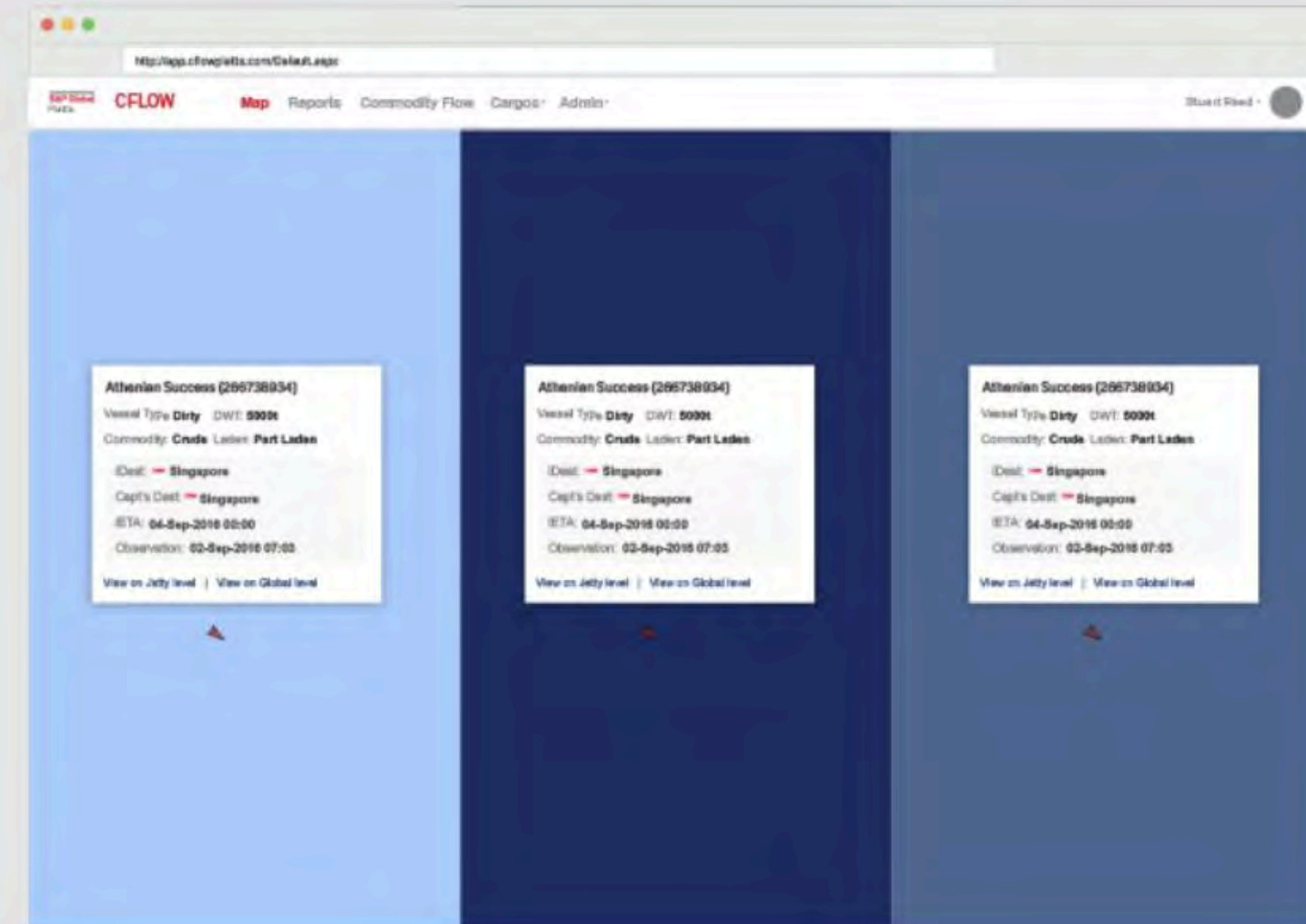
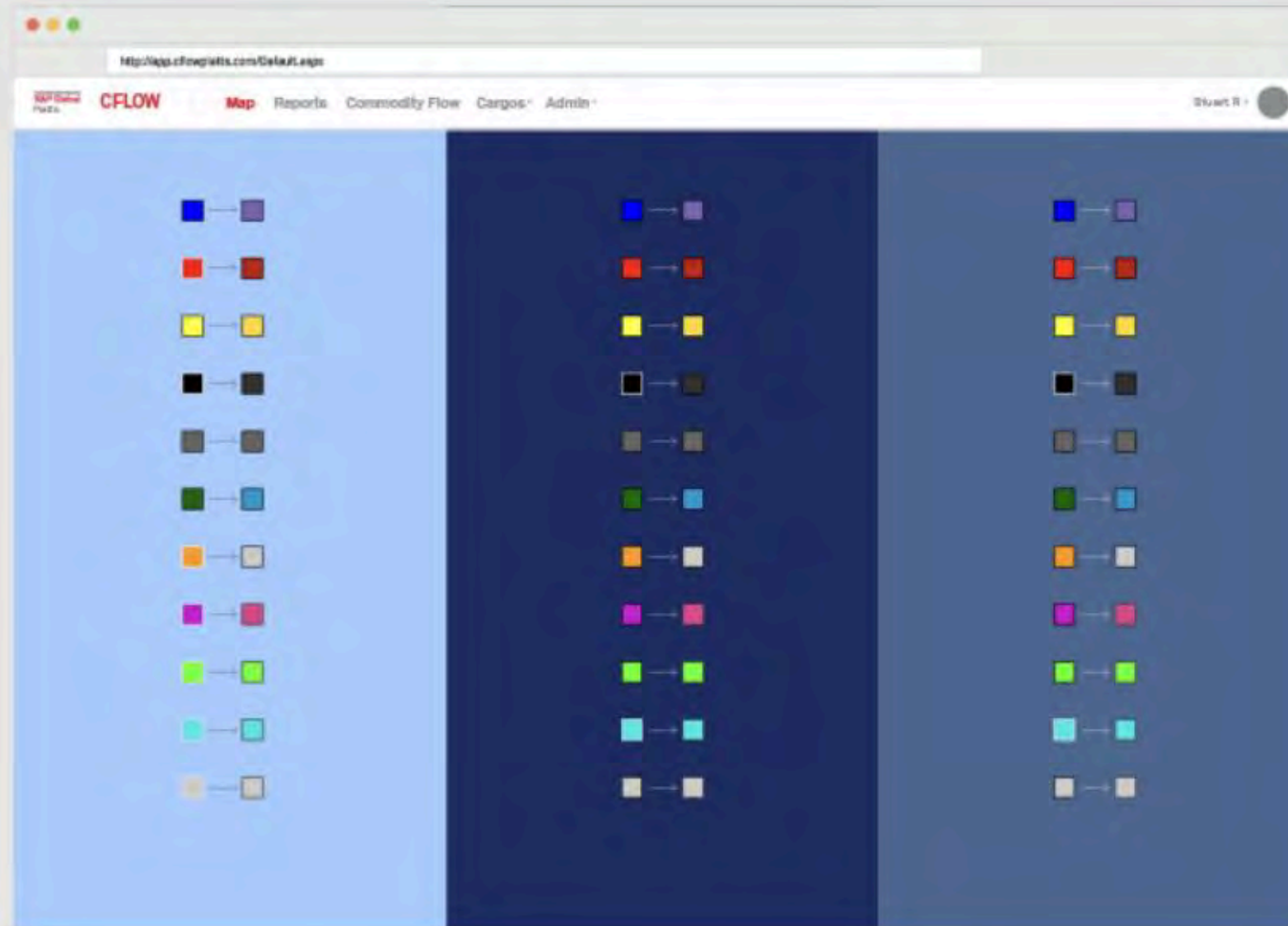
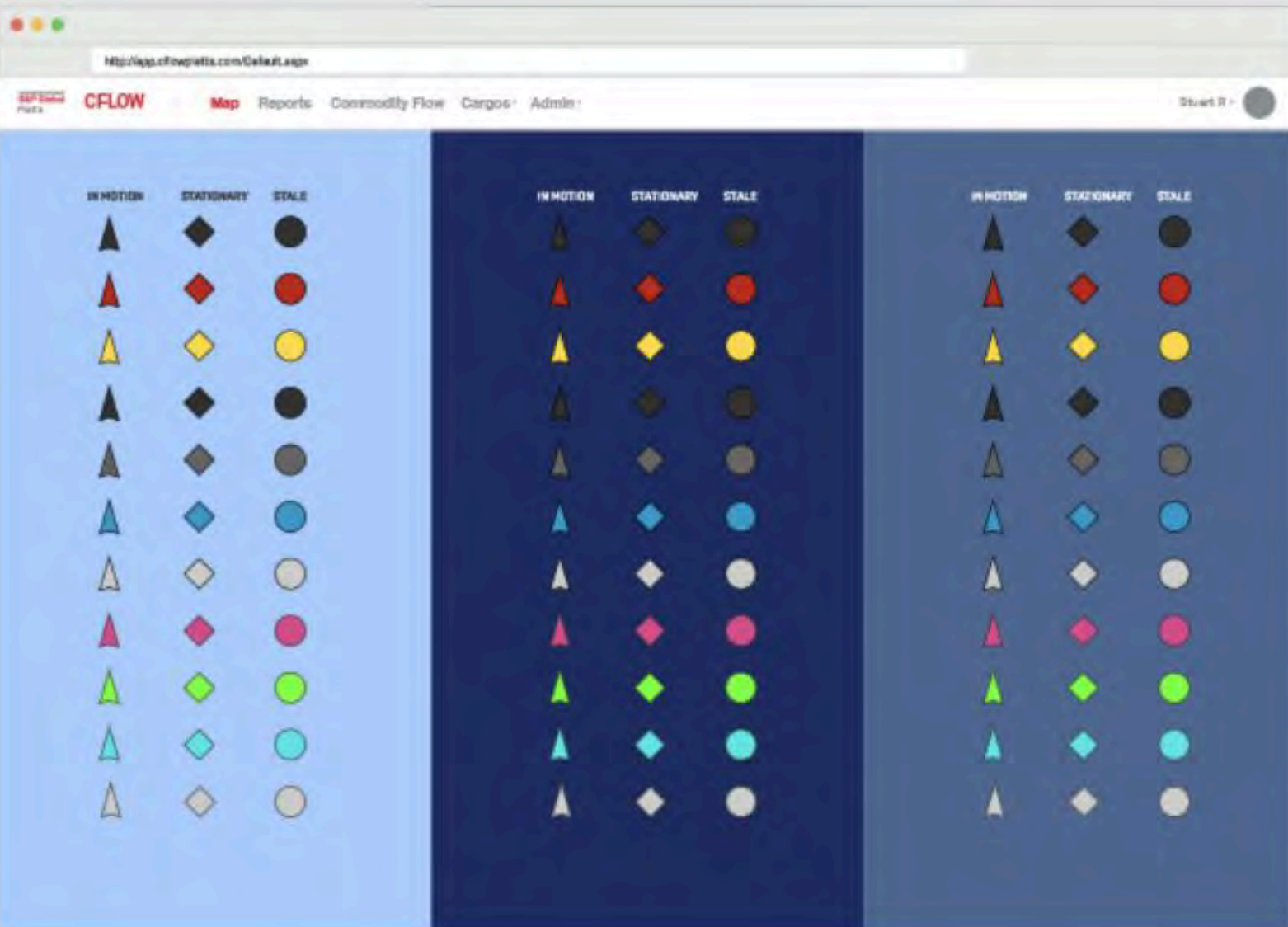
- Filter**  
Filter effectively gives the user a set of options of what to display on the map
- Search Vessel & Port**  
Gives user immediate access to specific points on the map
- Representation of Data**  
Shows the user data on a new window, might be related or not related to data already visible on map
- Additional layers on Map**  
These functions effectively as additional information directly on the map.



# Quick Wins with consolidated navigation and focused Search



# Accessibility at Sea





# Filtering Vessel Data

Layers | Vessel Filter

The image shows a grid of 10 mobile device screens, each displaying a different filter or data view for vessel tracking. The screens are arranged in two rows of five. The top row shows filters for 'Vessel Type', 'Cargo', and 'Movement Status'. The bottom row shows filters for 'Vessel Type', 'Cargo', and 'Movement Status'. Each screen displays a search bar, a list of filters, and a 'Done' button. The screens are overlaid on a dark background, and a white mouse cursor is visible over the 'Done' button on the bottom-right screen.

Map | Flow Analysis | Reports

Search on Map

Layers Groups

Vessels (890/1043)

David\_OPEC

Edit Filter Overview List View data

Status of 1043 Vessels

Unladen/Laden  
**489 vs 554**

Port/Transit  
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Cargo Volume (bbl)

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Australia | Port A, Port B, Port C, ...  
**14,256**

Zones (23/30,034)

Regions & Countries

The image shows a satellite map of the Indian Ocean region, with a sidebar on the left containing various filters and data points for vessel tracking. The sidebar is titled 'Map | Flow Analysis | Reports' and includes a search bar, a 'Layers Groups' section, and a 'Vessels (890/1043)' section. The 'Vessels' section shows a dropdown menu for 'David\_OPEC' and buttons for 'Edit Filter', 'Overview', 'List', and 'View data'. Below this is a 'Status of 1043 Vessels' section with two bar charts: 'Unladen/Laden' (489 vs 554) and 'Port/Transit' (408 vs 635). The 'Cargo Volume (bbl)' section shows a 'Global' volume of 184,500 and three regional volumes: 'China' (24,534), 'Singapore' (16,534), and 'Australia' (14,256). At the bottom, there are sections for 'Zones (23/30,034)' and 'Regions & Countries'. A white mouse cursor is visible over the 'View data' button.

# Geomapping cargo in specific zones

The screenshot displays a web-based interface for cargo geomapping. The main area features a satellite-style world map with several blue-outlined zones. A sidebar on the left contains multiple panels for configuring layers and zones. A central control panel includes a search bar, layer selection, and a list of zones. The zones list is currently expanded to show a detailed view of the 'Arabian Sea & Gulf' zone.

**Layers / Zone List**

**Part Zones**

**Map** | **Flow Analysis** | **Reports**

Search on Map

**Layers** | **Groups**

- Vessels (89/30,451)
- Zones & Ports (30/15,043)

Crude & Product

Edit Filter | Overview | List | View data

- World
  - Arabian Sea & Gulf
  - Black Sea, Caspian Sea
  - Central America
  - East Africa
  - Indian Ocean
  - Mediterranean
  - Mexico
  - Oceania
  - North Asia
  - North Atlantic
  - North Pacific (US)
  - North Sea, Baltic
  - South America West Coast
  - South Asia
  - South Atlantic
  - South East Asia
  - South Pacific (Americas)
  - Suriname and Guyana
  - US East Coast
  - US West Coast (PADD5 USWC)

**Regions & Countries**

# Research & Discovery

## Bank of America

A unique story-telling and experiential for elements through life-size digital personas, allowing clients to think through product positioning by showing active engagement and characterize different customer segments, allowing to then create clear user journeys

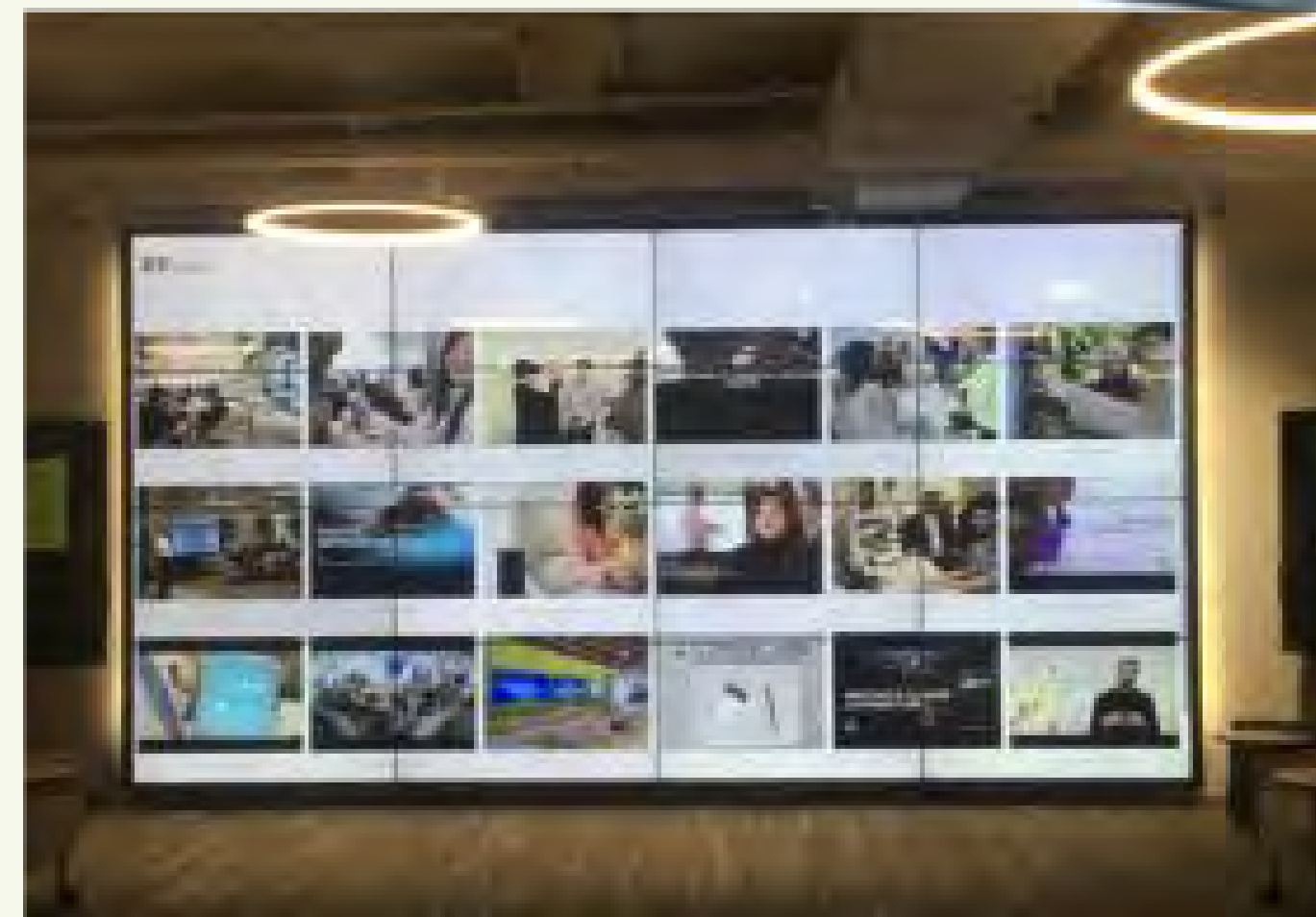


# Ideation and Brainstorming



## EY Wavespace Client Experience Center

Hosted meetup with executives and tech startups Building team dynamics, right focus and priorities, with my business, design and engineering teams by teaching a mindfulness meditation session as part of the Sprint retro.



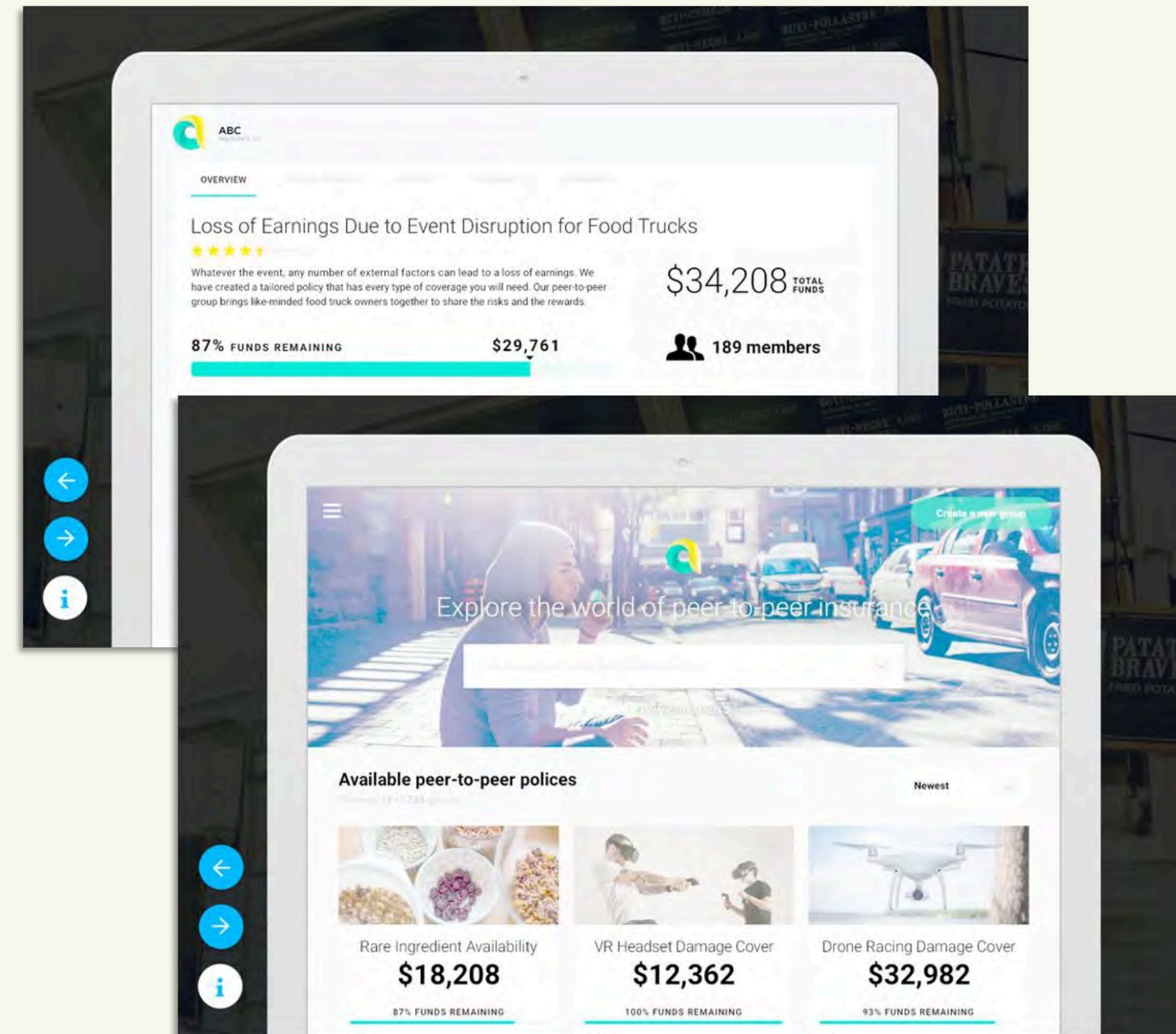
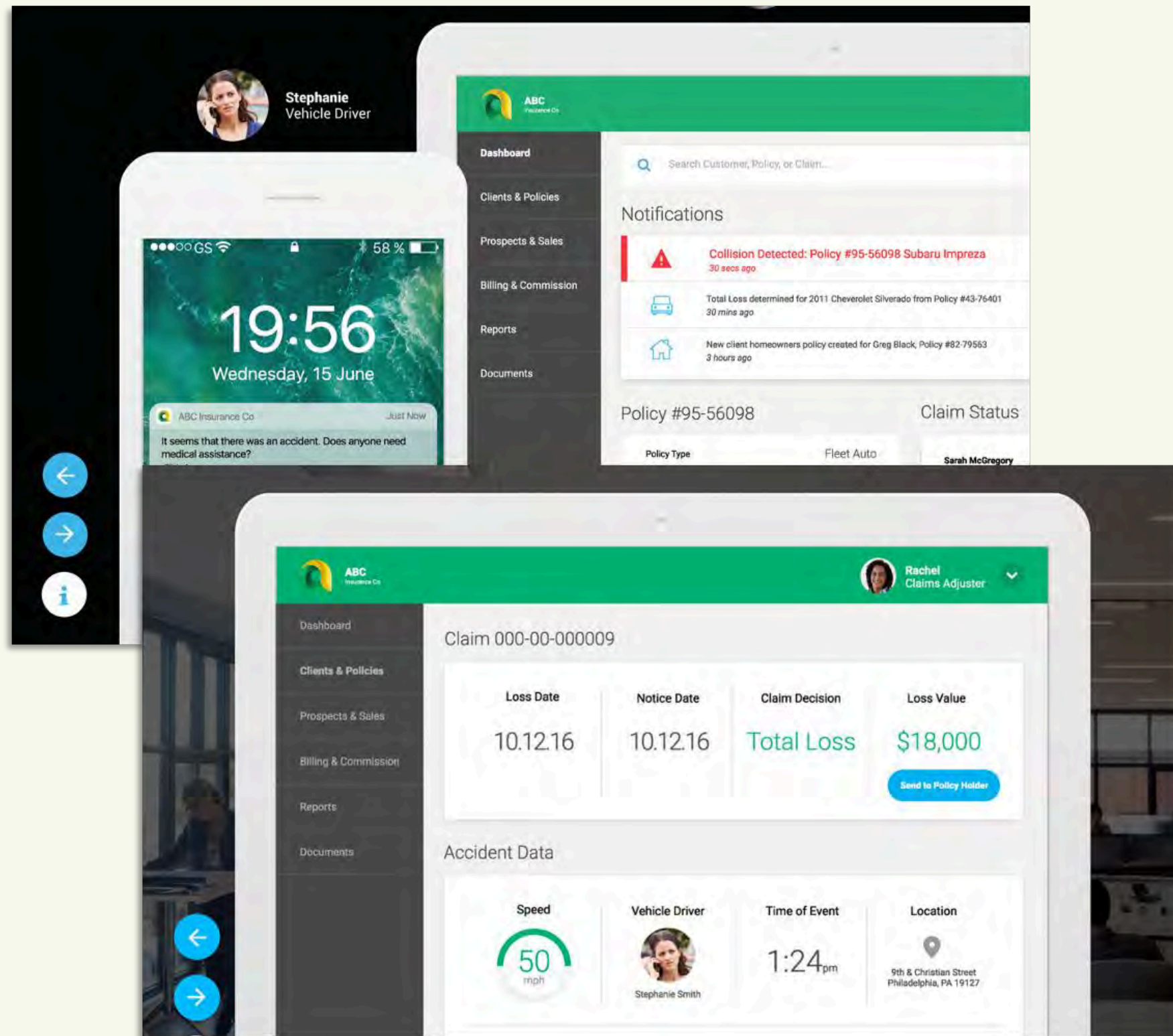
## IHS Markit & S&P Global

Facilitated executive brainstorming for the data amalgamation of SPGlobal's \$40Bn acquisition of IHS Markit



# Digital Insurer of the Future Client Experience Use Cases

Clickable prototypes to demonstrate emerging insurance-related customer needs, trends and technologies and created user journeys.



## P2P Smart Policy

An additional smart policy and community available to Business Owners within their niche insurance P2P marketplace, allowing for automatic compensation without the need for a claim.

## Automated FNOL

A use case to demonstrate instantly collecting the data, generating claims and determining the loss value.

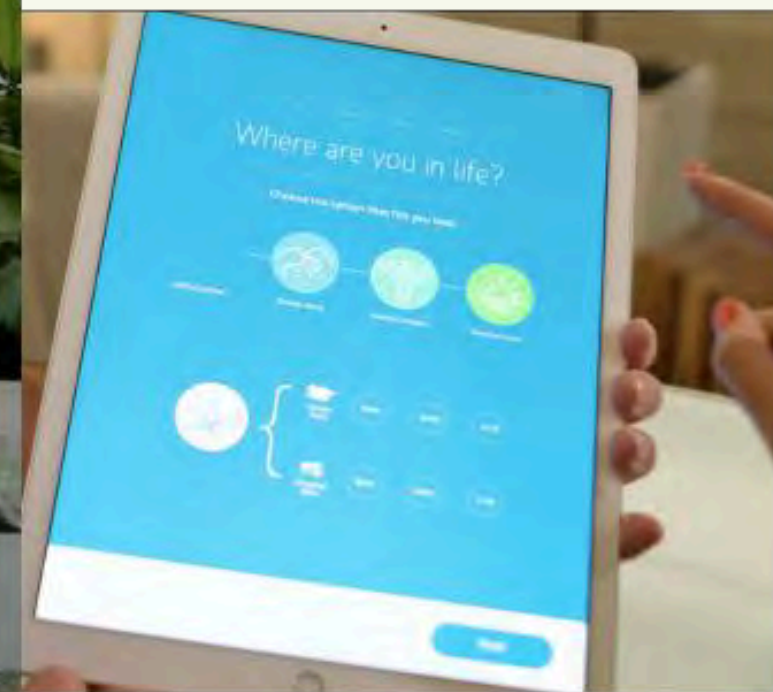
# Go-To-Market

Customer Experience: Branch of the future.



Morgan Stanley

Conceptualized and produced a video showcasing a genius bar style environment for financial advisors and prototypes to create compelling future state visualizations.



# EY Financial Crimes Platform

EY Financial Crime solutions help financial institutions meet regulatory obligations and achieve better outcomes while reducing costs and negative customer impacts.

## Opportunity

**\$7.4 Billion addressable market** based on estimated Financial Crimes compliance spend by top 20 banks.

“Irish central bank fines AIB €2.3 million euros for regulatory failures”  
REUTERS, APRIL 2017

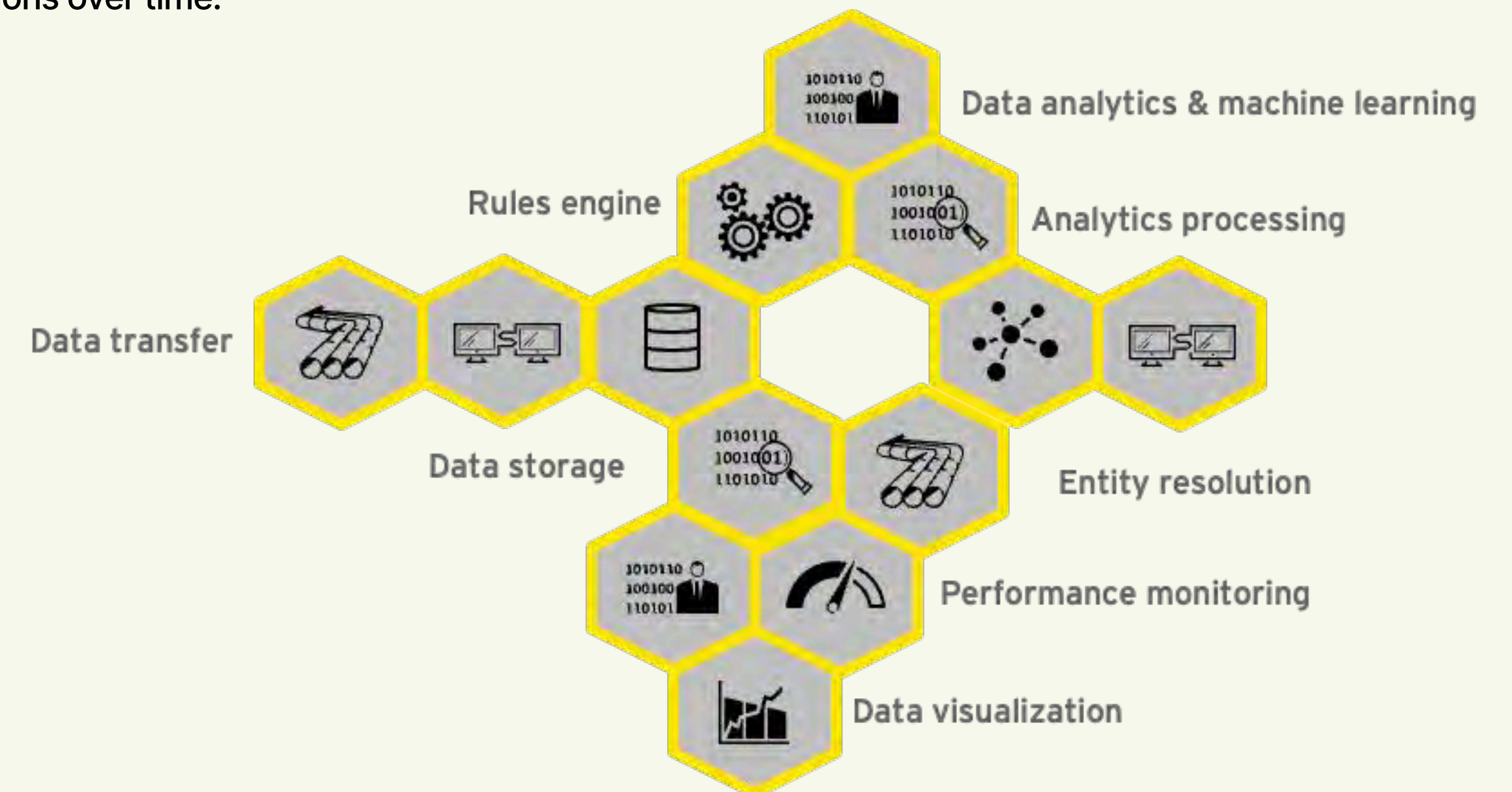
“World’s Biggest Banks Fined \$321 Billion Since Financial Crisis”  
BLOOMBERG, MARCH 2017

“For Banks, 2014 Was a Year of Big Penalties”  
THE WALL STREET JOURNAL, DECEMBER 2014

“Standard Chartered To Pay \$300 million For Fraud Control Failures”  
LAW360, AUGUST 2014

## Platform Strategy

Flexible, modular managed services delivery that allows financial institutions to access what they need, adding and adapting solutions over time.

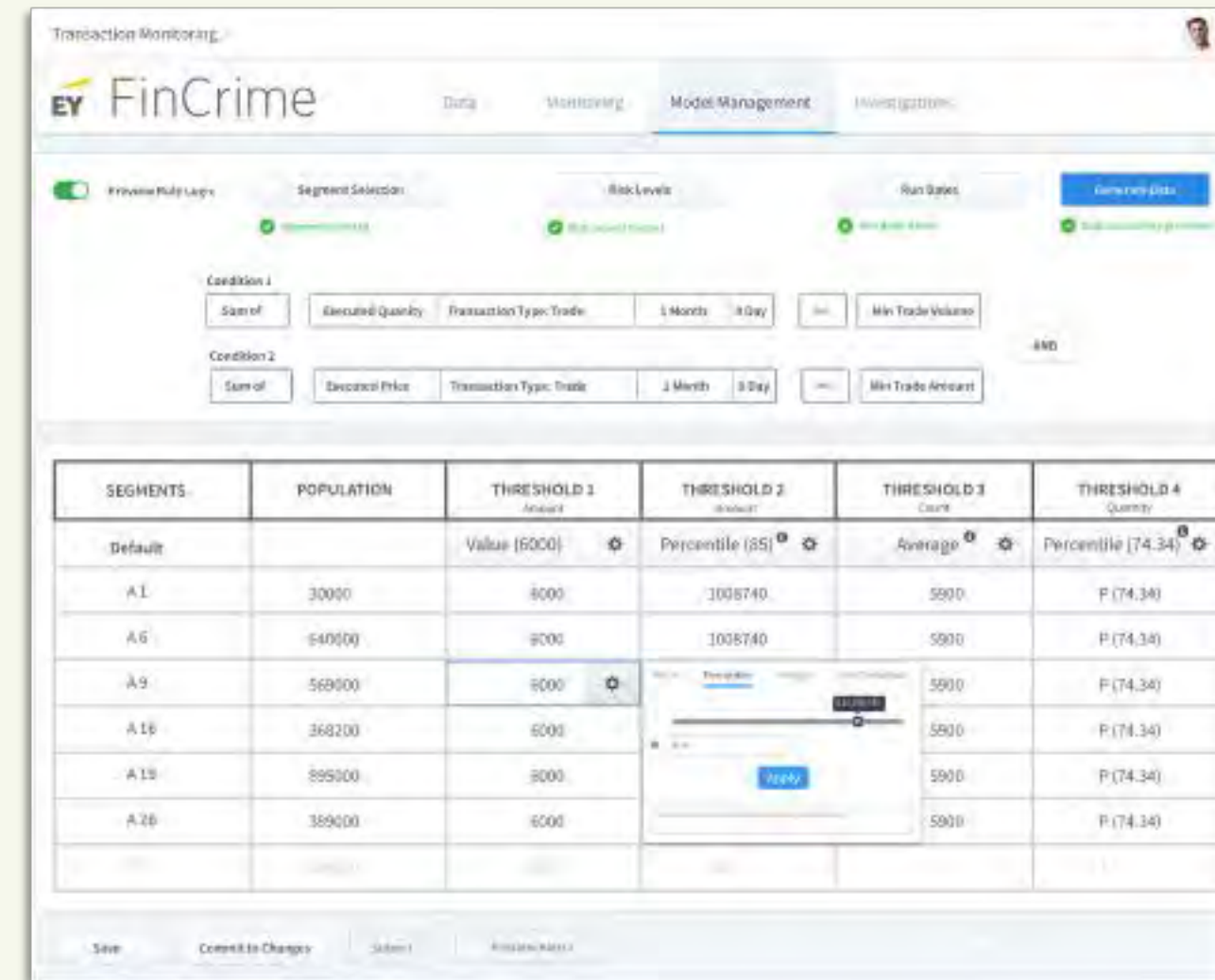


# 1. Segmentation



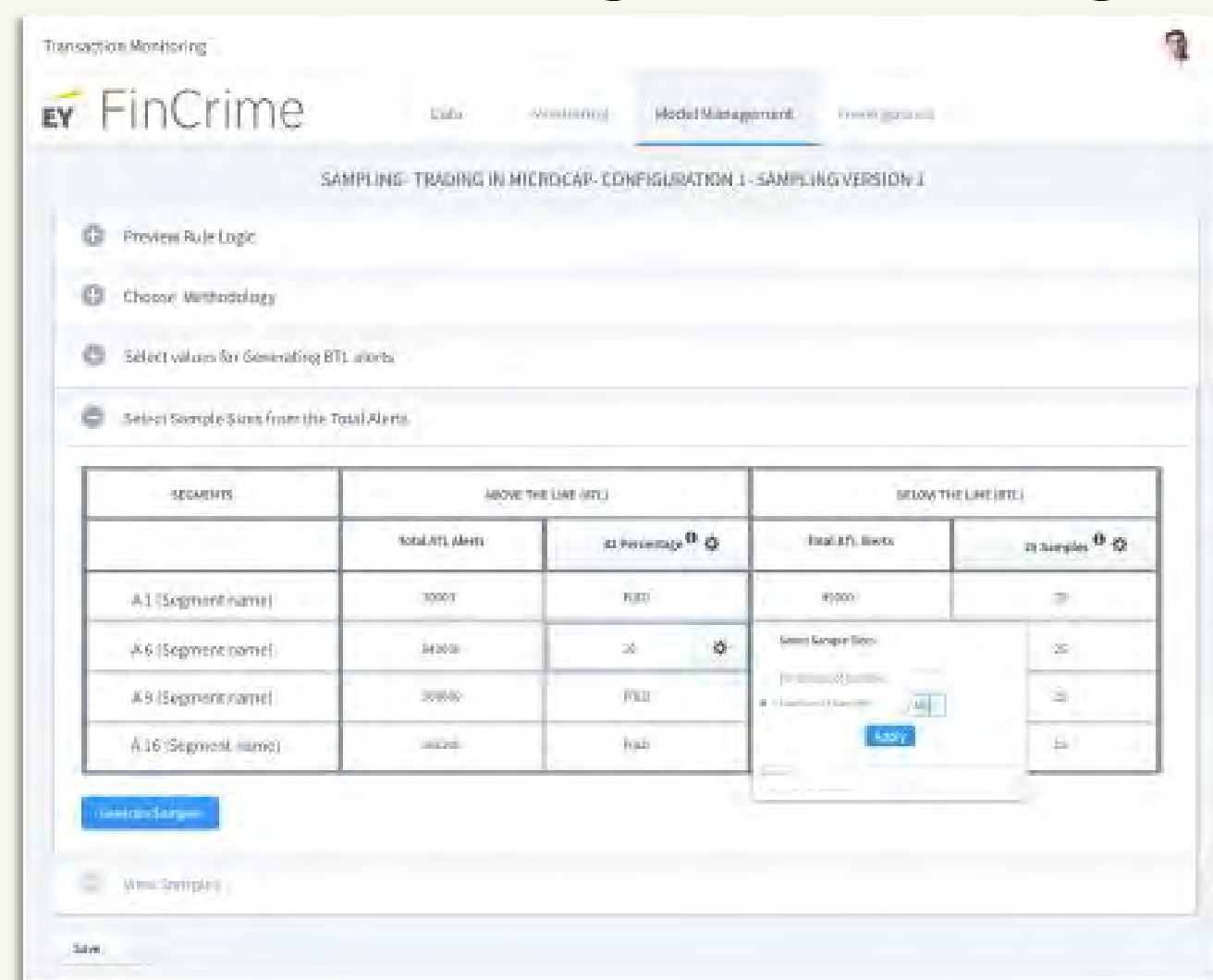
Create population groups with distinct characteristics and apply the rule logic accordingly

# 2. Rule Logic



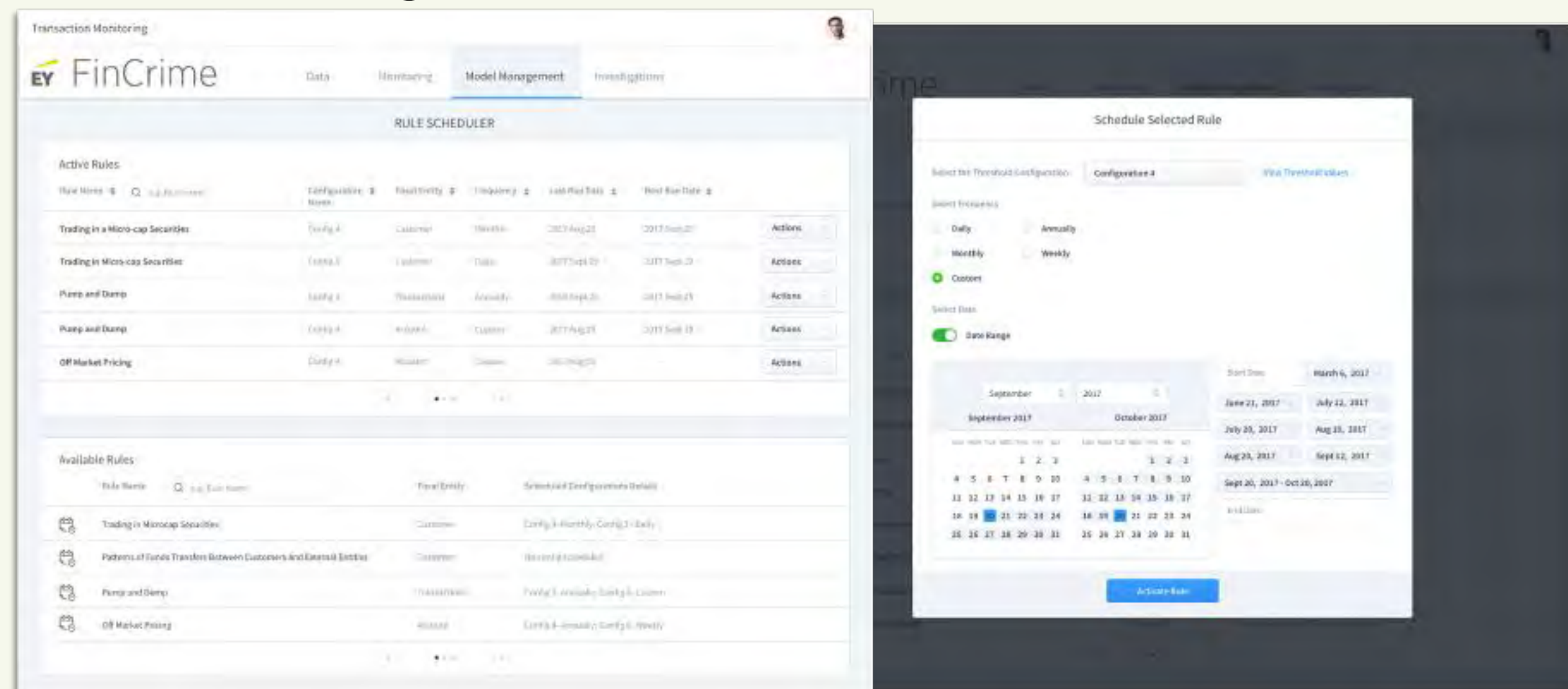
A rule builder to target potential risk and inefficiencies.

# 3. Data Tuning & Sampling



A feature control, test and verify the application of the rule logic to target a specific segment of a population .

# 4. Scheduling



Ability to automate or manually execute rules to filter fraudulent activities.

# Workforce Management Tool

The screenshot displays the EY FinCrime KYC Workforce Management Tool interface. It features a navigation sidebar on the left with icons for home, search, and analytics. The main content area is divided into several sections:

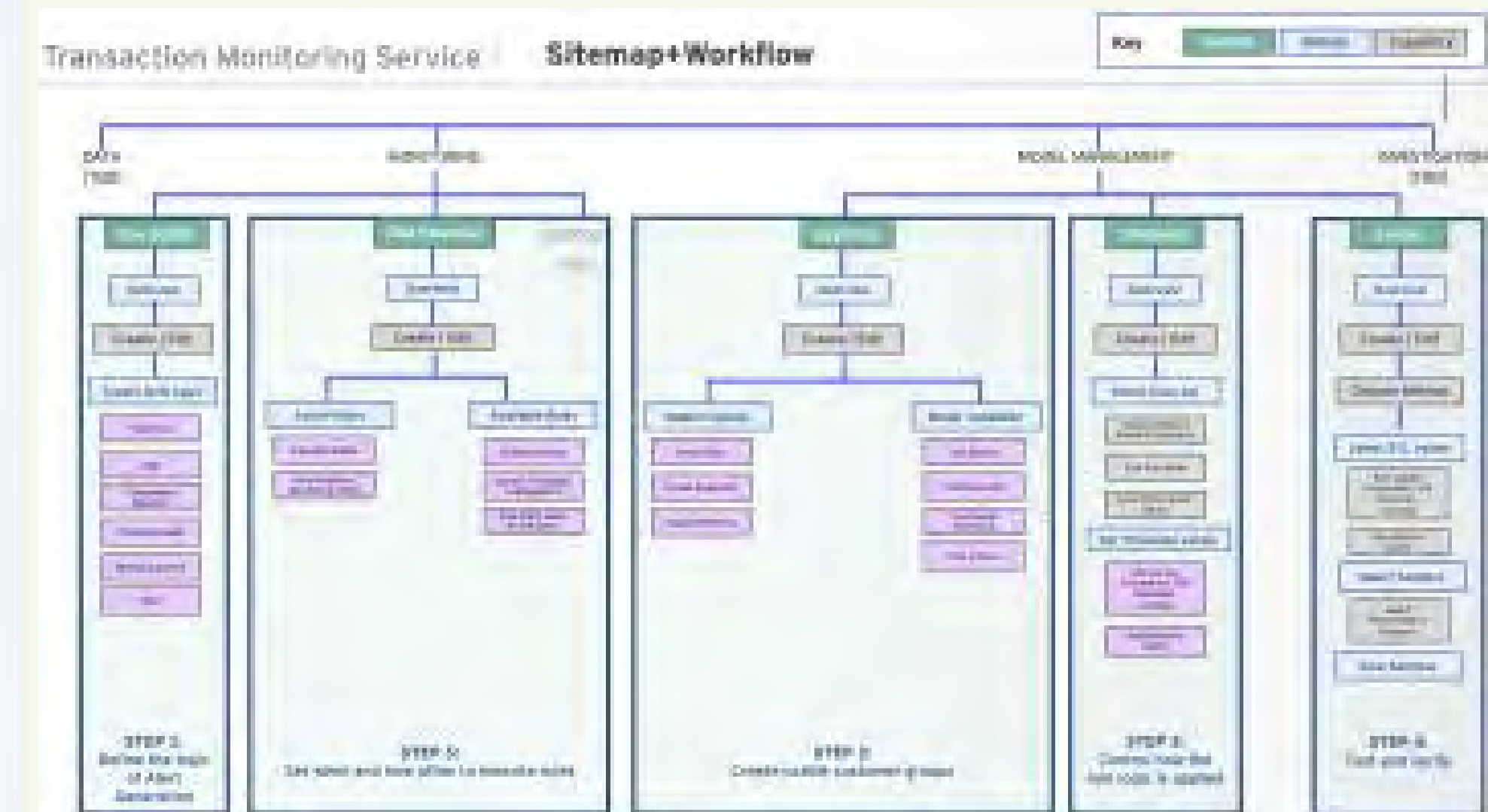
- Team Lead Queue:** A table listing analysts with columns for Analyst Name, Capacity, QA Performance, Rate, Aging, and Status. Analysts listed include Kyle Jones, Johnny Powers, Alan Mathis, Annie Cooper, Lolla Harvey, Mike Chambers, Max Joseph, and Chad Parker.
- Upcoming Team Deadlines:** A list of team leads with their names, roles, and 'Add Team' buttons. Team leads include Steven Robinson, Max Joseph, and Alan Mathis.
- Case Queue:** A list of cases with columns for Case Status, Case ID, Customer Name, Customer ID#, Risk, Case Stage, Due Date, and Aging. Cases listed include Time Warner, Walgreens, Facebook, and BNP.
- Team Monthly Case Summary:** A summary showing Total Cases: 433, with a breakdown of 278 / 428 Cases Closed, 100 / 428 Cases Due, 378 / 428 Cases In Progress, 150 / 428 Completed Cases, and 100 / 428 Cases not started.
- Team Status Overview:** A line chart showing Lead Work, This week, and Total Work over time.

Designed to review performance metrics, transform onboarding, refresh, due diligence and screening functions.

The EY solution identifies true hits, reduces false positives and prioritizes investigation and disposition of alerts.

## Solution

FinCrime technology platform, this includes screening, transaction monitoring and Know Your Customer.



# Awards & Certifications

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S&P Global Inventor Award

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S&P Global Platform Innovation Award

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Section Generative AI Business Strategy

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Section Certified Strategist

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Pragmatic Institute Product Management

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900 RYT Yoga Teacher Training

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Honors Graduate in Design from Pratt Institute (MFA)