

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	S&P Global Platts News	Pg.03
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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.

Next Phase FMAX

Unified

Model & Custom SMAs

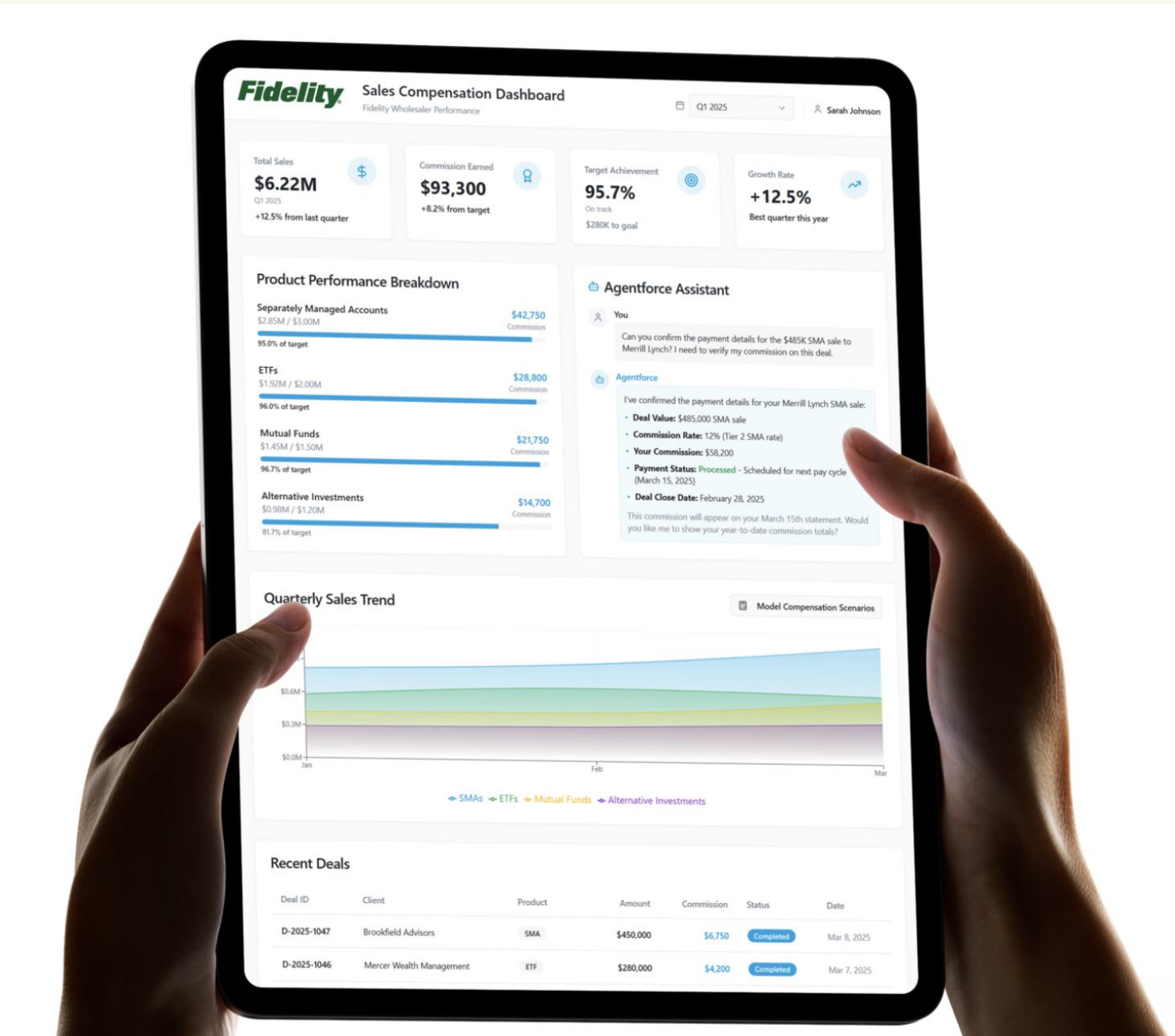
Rapid

Prototyping

20 Hrs

Invested

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



S&P Global Platts Platform

S&P Global

Platts

Home

Dashboard

News & Insights

Price Assessments

Analytics

Markets

Market Activity

Shipping & Transport

Reports

Bookmarks

Platts Markets

SUBSIDIARY SERVICES

Energy Transition

Alternative Transport >

Renewables >

Hydrogen >

Emissions >

Crude Oil

Global >

Asia Pacific & Middle East >

Europe & Africa >

Americas >

Refined Oil Products

LIGHT ENDS

Gasoline >

LPGs/NGLs >

Naphtha >

HEAVY DISTILLATES

Jet Fuel >

Gasoil >

Diesel (ULSD) >

HEAVY DISTILLATES

Feedstocks >

Fuel Oil >

Marine Fuel >

Biofuels >

Metals | Steel & Raw Materials

Iron Ore >

Metallurgical Coal >

Ferrous Scrap >

Metallurgical Coke & Metallurgy >

STEEL

Flats

Longs

Stainless

Semi-Finished

Ferroalloys

Tube & Pipe

Spreads, Margins Ratios, Lead Times

Natural Gas | Americas

Americas Gas >

ALSO WITH PLATTS

Coal

S&P Global

Platts

Search Price Assessments, News & Insights and Reports (Ctrl + Shift + F)

Home

Dashboard

News & Insights

Price Assessments

Analytics

Markets

Market Activity

Shipping & Transport

Map

Reports

Bookmarks

Platts Markets Home - Hydrogen Market

Hydrogen Market

Northeast Hydrogen SMM

\$0.79

+0.0000%

Japan Hydrogen SMM

\$41.175

+0.0000%

Appalachian Hydrogen Alkaline

\$0.79

+0.0000%

Alberta Hydrogen Alkaline

\$41.175

+0.0000%

Rockies Hydrogen

\$41.175

+0.0000%

Italy Hydrogen

\$41.175

+0.0000%

Spain Hy

\$41.175

+0.0000%

News & Insights

European gas demand decline to 2030 looks 'inevitable' - S&P Global

5 hours ago

S Korea's Hyundai Motor signs MOU with UK INEOS to develop hydrogen business

4 hours ago

French regulator CRE approves 10 'sandbar' power and gas projects

4 hours ago

Denish field certified for use as carbon storage facility: Wintershall Dea

4 hours ago

UK's Johnson launches green industrial revolution

4 hours ago

Poland's PKN announces 2030 green strategy to cut emissions, boost RES capacity

4 hours ago

Market Commentary

Platts European Straight Run Daily Market Analysis

• Asia MOC: BP, Centrica, Borealis, Vitol post 3 bids

• Asia Derivatives MOC: Derivatives UK bids for Jan-JFM derivatives

• Danish LNG tender board awarded at mid-\$10/Mbbl FOB

4 hours ago

Platts European Straight Run Daily Market Analysis

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• Danish LNG tender board awarded at mid-\$10/Mbbl FOB

4 hours ago

Related Prices

Geography: M

Geography: M

Price

Date

Geography

Contract

Middle East (220)

Dubai AMPLUR

\$42.000/bbl

+0.0000%

21 Nov 2020

Europe

\$/bbl

Dubai AMPLUR

\$42.000/bbl

+0.0000%

21 Nov 2020

Europe

\$/bbl

Dubai AMPLUR

\$42.000/bbl

+0.0000%

21 Nov 2020

Europe

\$/bbl

Dubai AMPLUR

\$42.000/bbl

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21 Nov 2020

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Dubai AMPLUR

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Europe

\$/bbl

Dubai AMPLUR

\$42.000/bbl

+0.0000%

21 Nov 2020

Europe

\$/bbl

Dubai Swap MoC2

Dubai Swap MoC2

\$42.000/bbl

+0.0000%

21 Nov 2020

Europe

\$/bbl

Dubai Swap MoC2

\$42.000/bbl

+0.0000%

21 Nov 2020

Europe

\$/bbl

Dubai AMPLUR

\$42.000/bbl

+0.0000%

21 Nov 2020

Europe

\$/bbl

Dubai AMPLUR

\$42.000/bbl

+0.0000%

21 Nov 2020

Europe

\$/bbl

Europe (43)

Analytics & Reports

Platts

Dimensions

Search Price Assess...

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

01

01

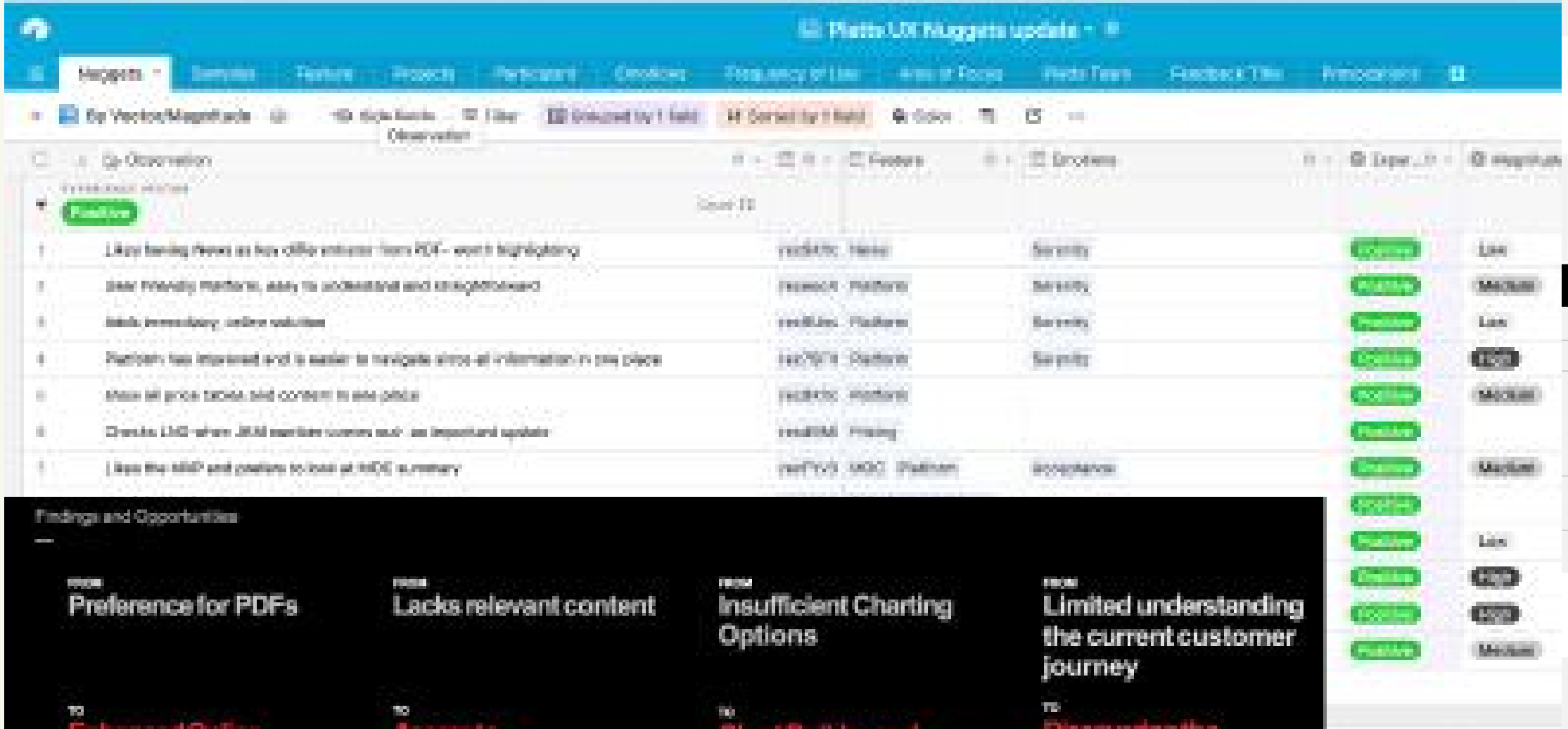


01

01

TRADER (more reactive and short term strategies)

	Get Smart			Analyze		Market Stand	
	Process	Get Alerts	Monitor Market	Review Fundamental Data	Scenario Assessment	Perform Validation	Price Confirmation
	Activities	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.
Mindset	Real time access to market prices and related content					Execute to maximize returns on trade	



Findings and Opportunities

FROM Preference for PDFs

TO Enhanced Online Experience

Feedback revealed that the customers prefer to read PDF versions of the Platts reports having preferences towards printing, avoiding issues with loading pages and logs. They find the experience overwhelming for daily consultations. Adding better usability and enhancement to the digital delivery channel will allow them to seamlessly integrate into their natural flow.

FEATURES/REQUIREMENTS

- Improvements to page layouts
- Expand the correlation with PDF reports to bridge the transition
- Improve the mobile experience to showcase the quick and timely access to content

FROM Lacks relevant content

TO Access to curated and trending news

One of the UK goals is to create an engaging and immersive experience that presents users with both relevant and related content in a manner that is easy to consume and engaged with.

FEATURES/REQUIREMENTS

- Better placement of News
- Get relevant headlines at a glance
- Quick access to Trending News
- Increase engagement through relevant visuals and context

FROM Insufficient Charting Options

TO Chart Builder and enhanced capabilities

Improvements to the user journey to access and engage with charts will improve usability and overall value. Allowing users to interact with the charts in ways that integrate with their current workflows will ensure their frequent usage.

FEATURES/REQUIREMENTS

- Access to more Charts and Sparklines
- Advanced Chart Builder capabilities

FROM Limited understanding the current customer journey

TO Discovering the value of the Platform

- Understanding the why to the intention of all the users by listening and empathizing with needs through user testing & research.
- Identifying the clarity between the customer needs and current user journey.
- Mapping the current customers usage journey will clearly show us shortcomings and pain points, indicating scenarios when the customer unexpectedly gives up after multiple clicks.
- Using analytics to understand the usage most requested.
- Define user journey based on user segments (performance based profile based)
- Turning current pain points into potential opportunities to enhance engagement through relevant interactions and tools

“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, may be 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, may be 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



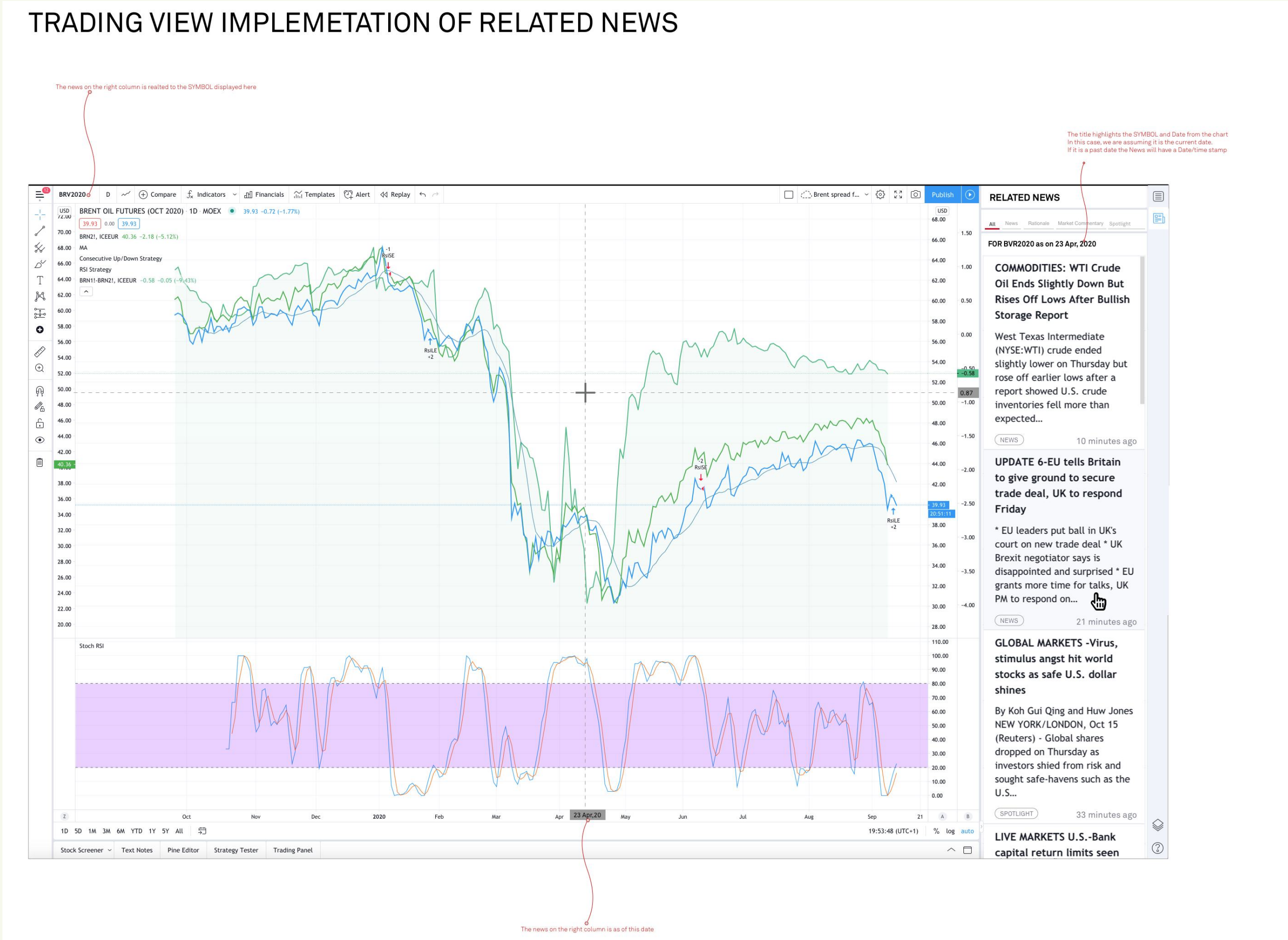
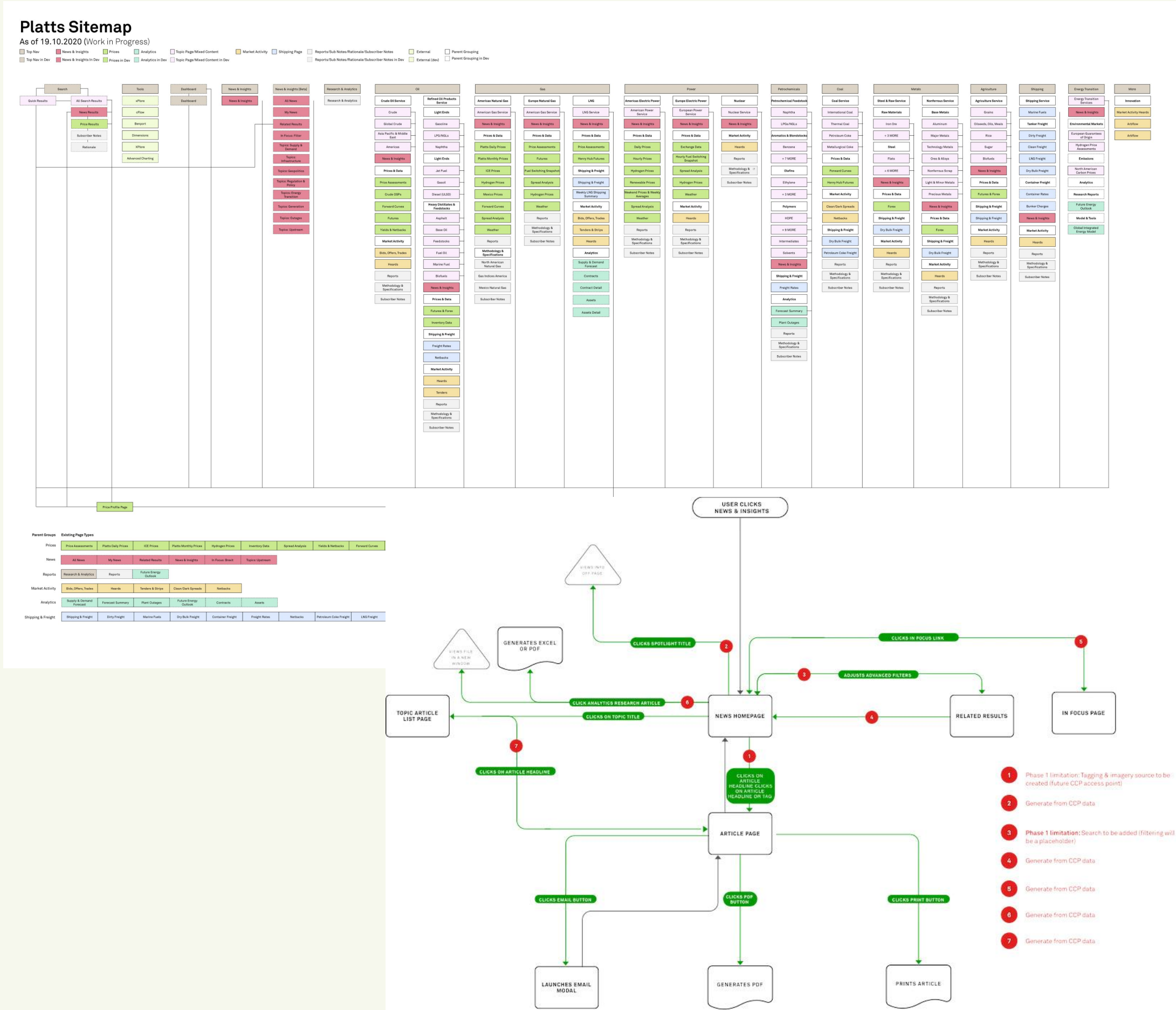
Ideation & Execution

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.

Leveraging research I distilled two drivers for growth on the platform: Real-time Market Insights & Charting



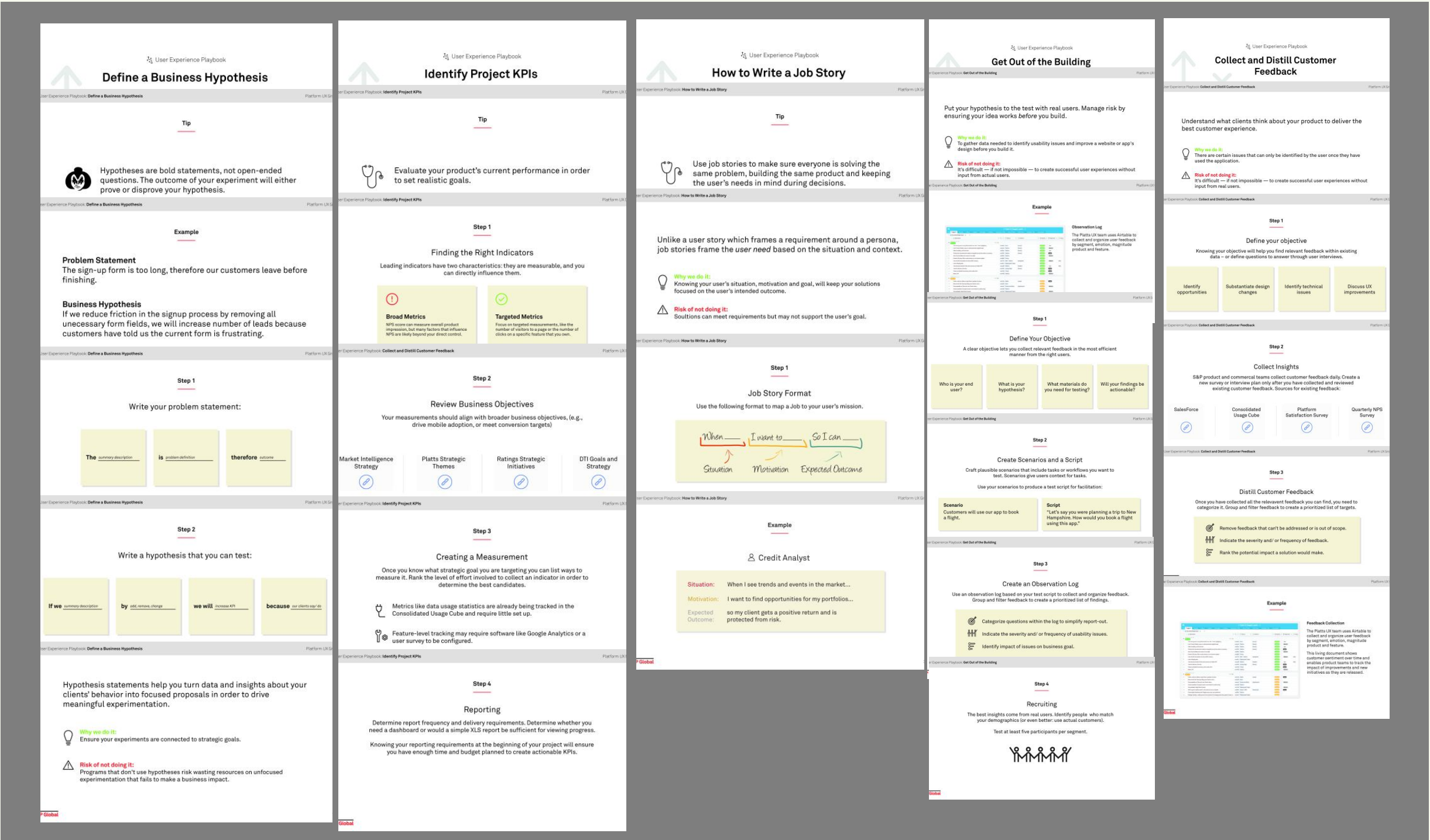
Sitemap & Market Insights Data Flowcharts

Created artifacts from the findings and discovered Real-time Market Insights Data was the starting point for users to engage with the Platts platform.

Embedded Integrations and Hyper-Personalization

My analysis illustrated we can meet key existing user requirements with existing, refactored tools versus new applications, creating significant savings on project budget. 'Trading view' implementation allowed commodity topic pages and news to be easily charted and for future and forward curve trading over multiple exchanges and commodities

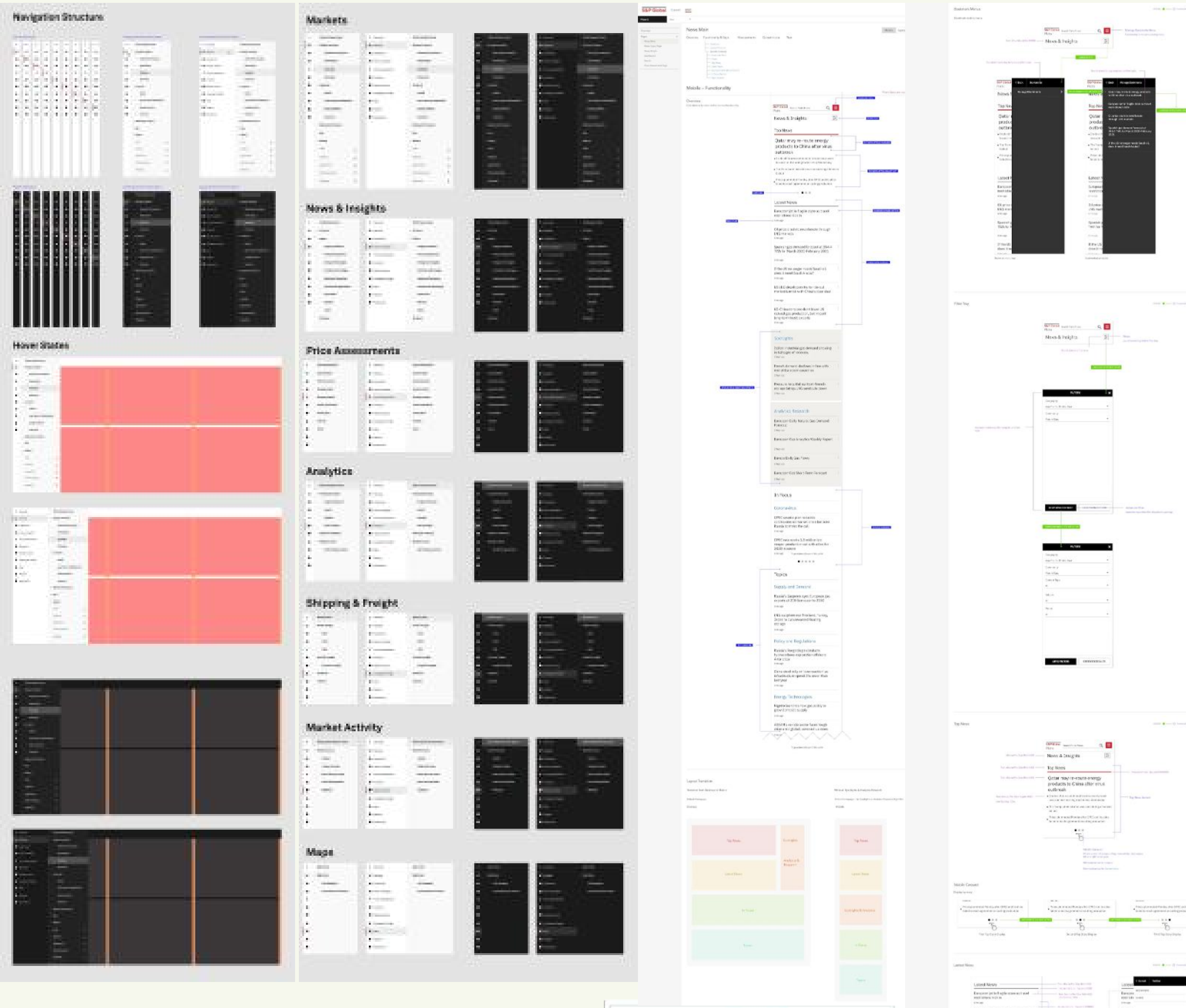
Deployed and managed a UX team to created hi-fidelity & north-star prototypes as a repeatable process



UX Playbook

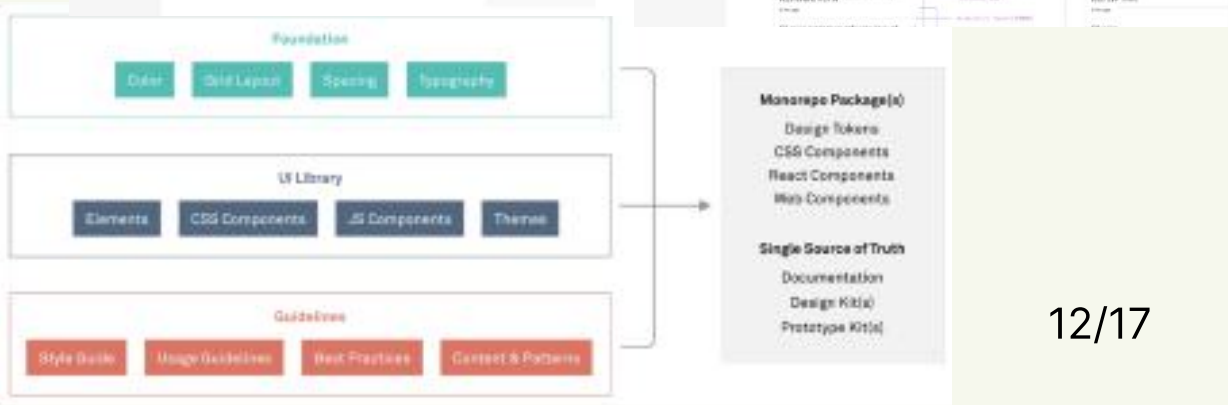
Created a toolkit for intentional product releases and imparting that design thinking methodology, client centricity and deliver the quality

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



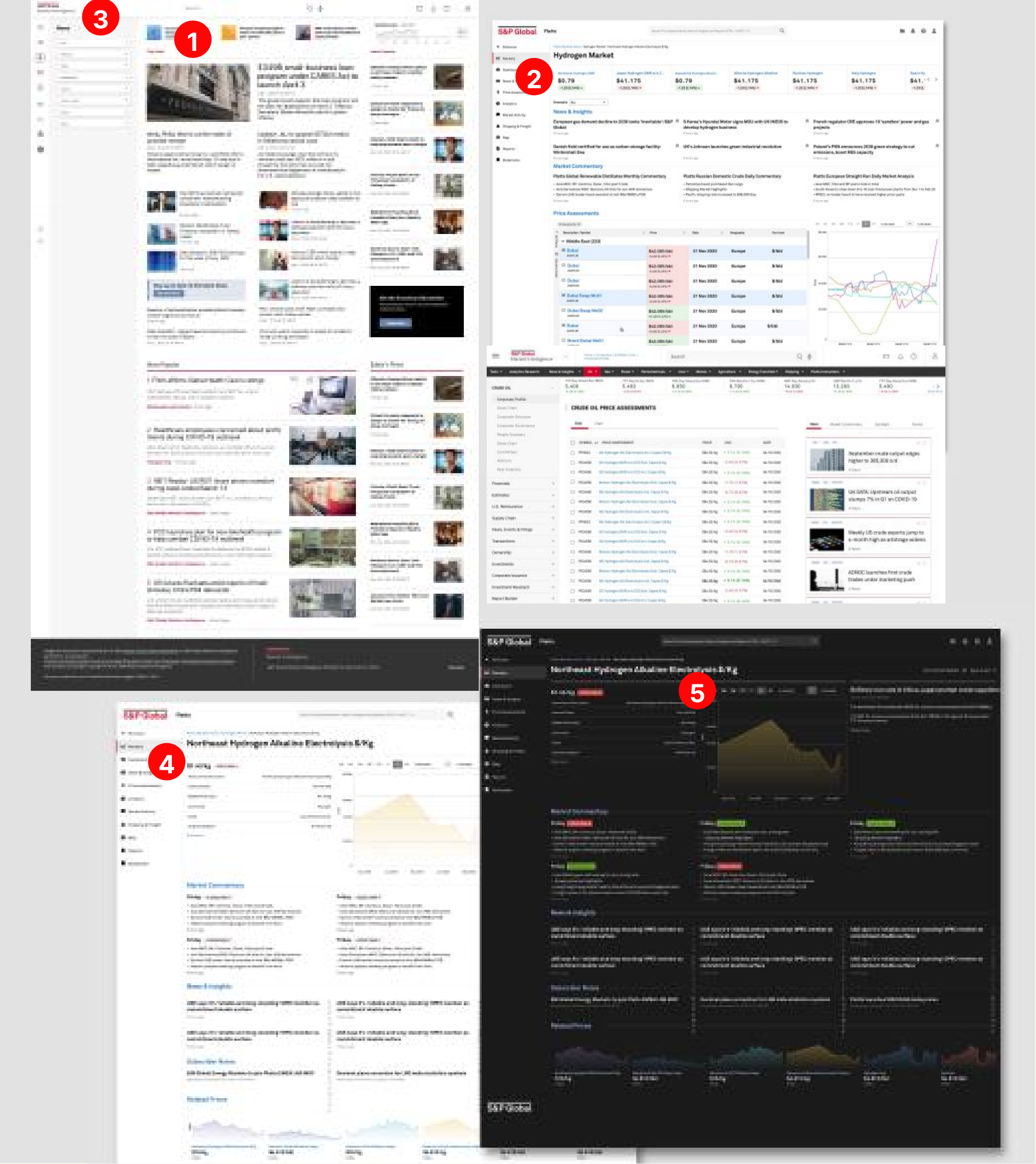
Style-guide & Design Framework

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

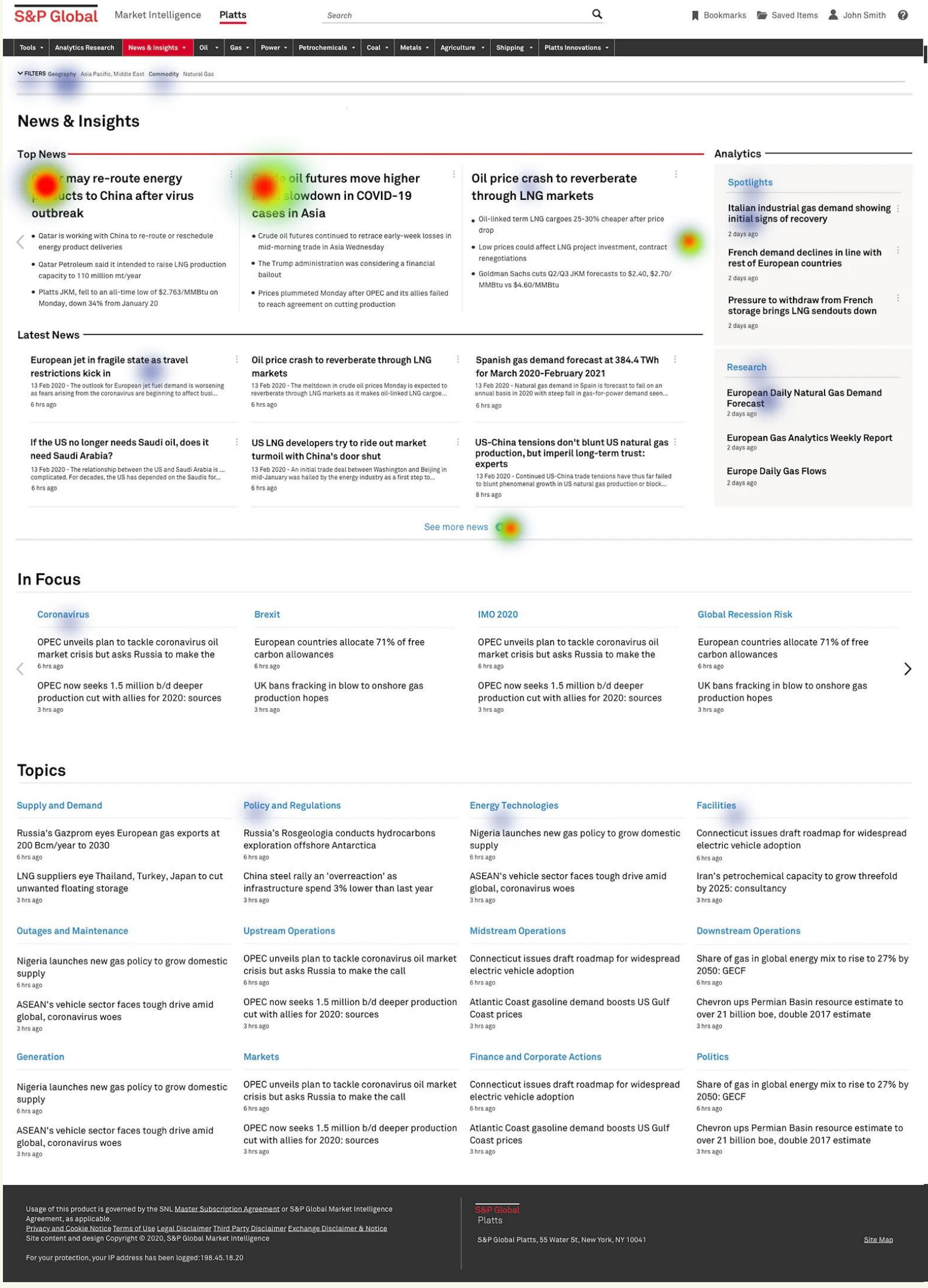
Create a “hypothesis backlog” of polishing existing features and sunseting unused features for an iterative process

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

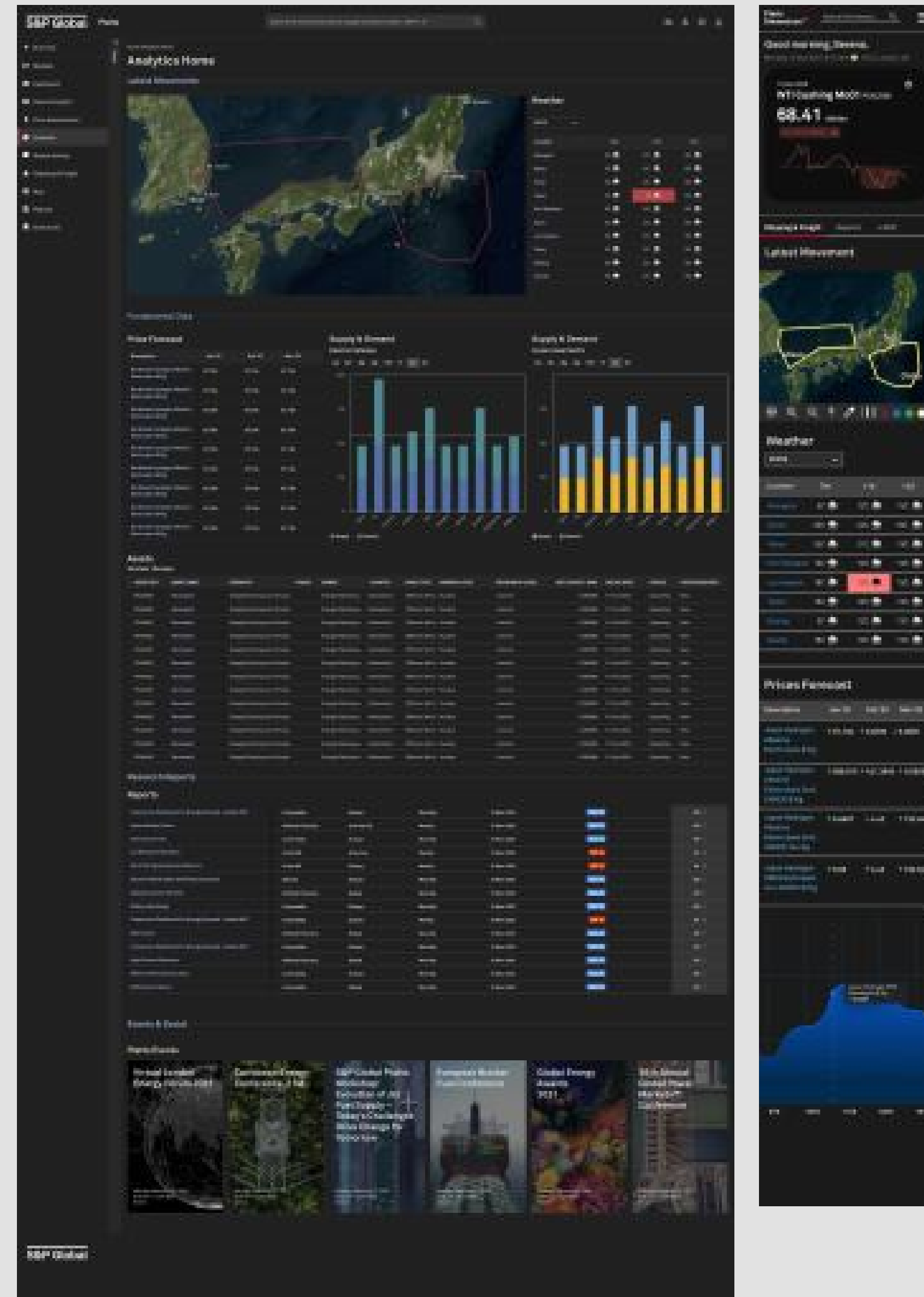
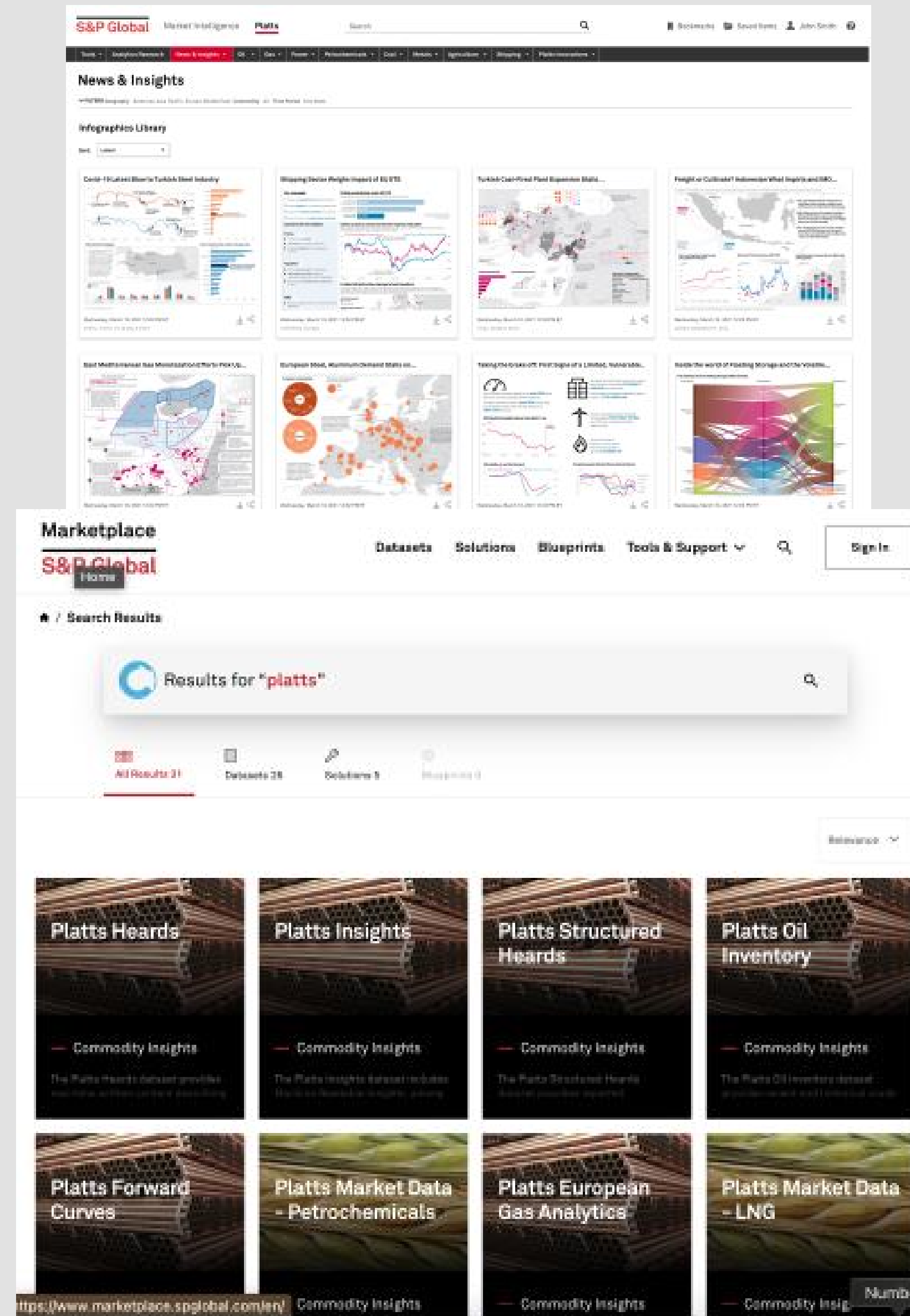
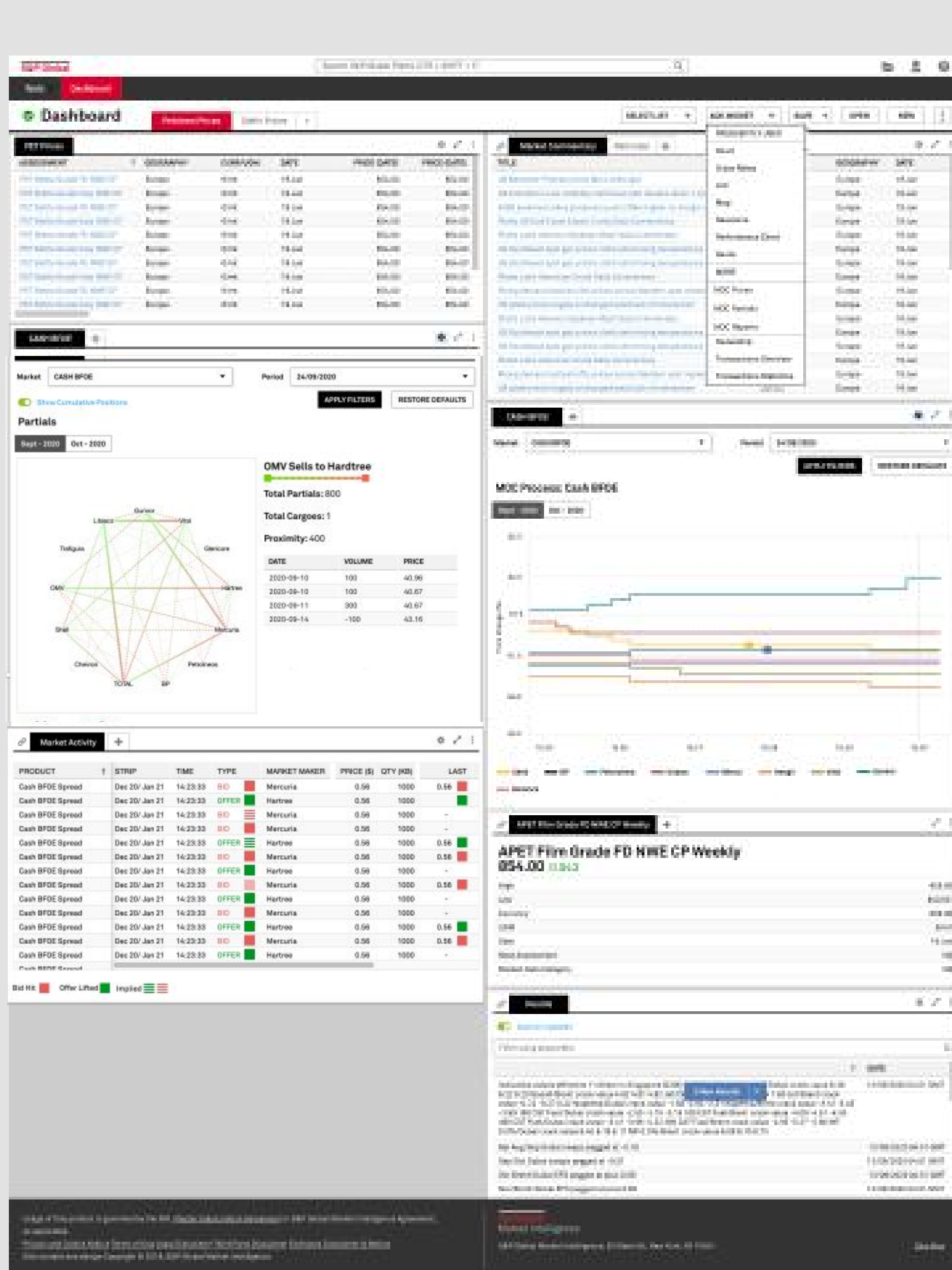
Allow Product management to talk to customer and generating ideas



Testing ideas, being lean and failing fast

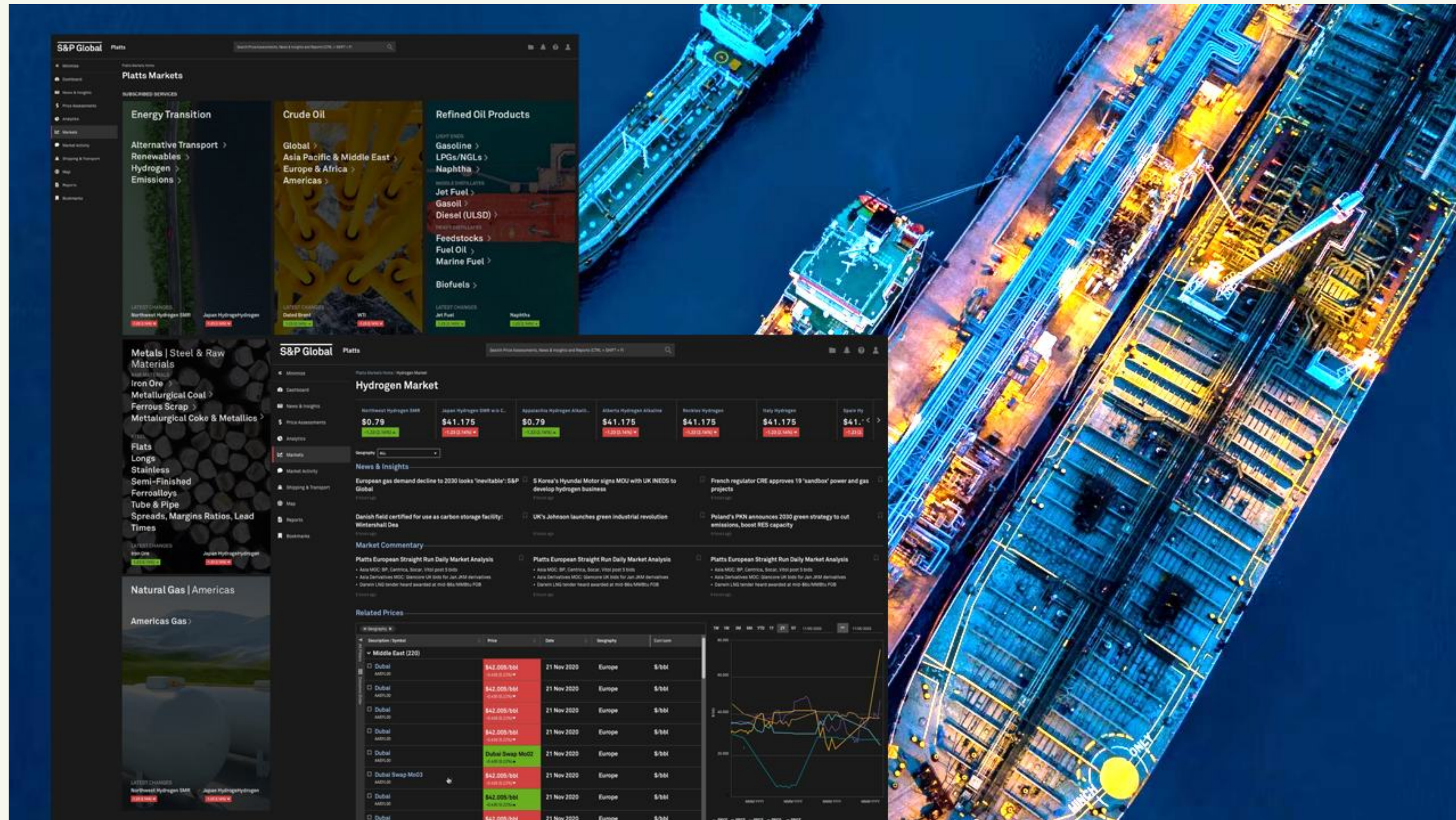
Eliminate the high cost of building the wrong thing and reduce the cost of getting the first customer. Using the F pattern for design solutioning

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



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 PlattsCFLOW

Map

Flow Analysis

Reports

Search on Map

Q

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

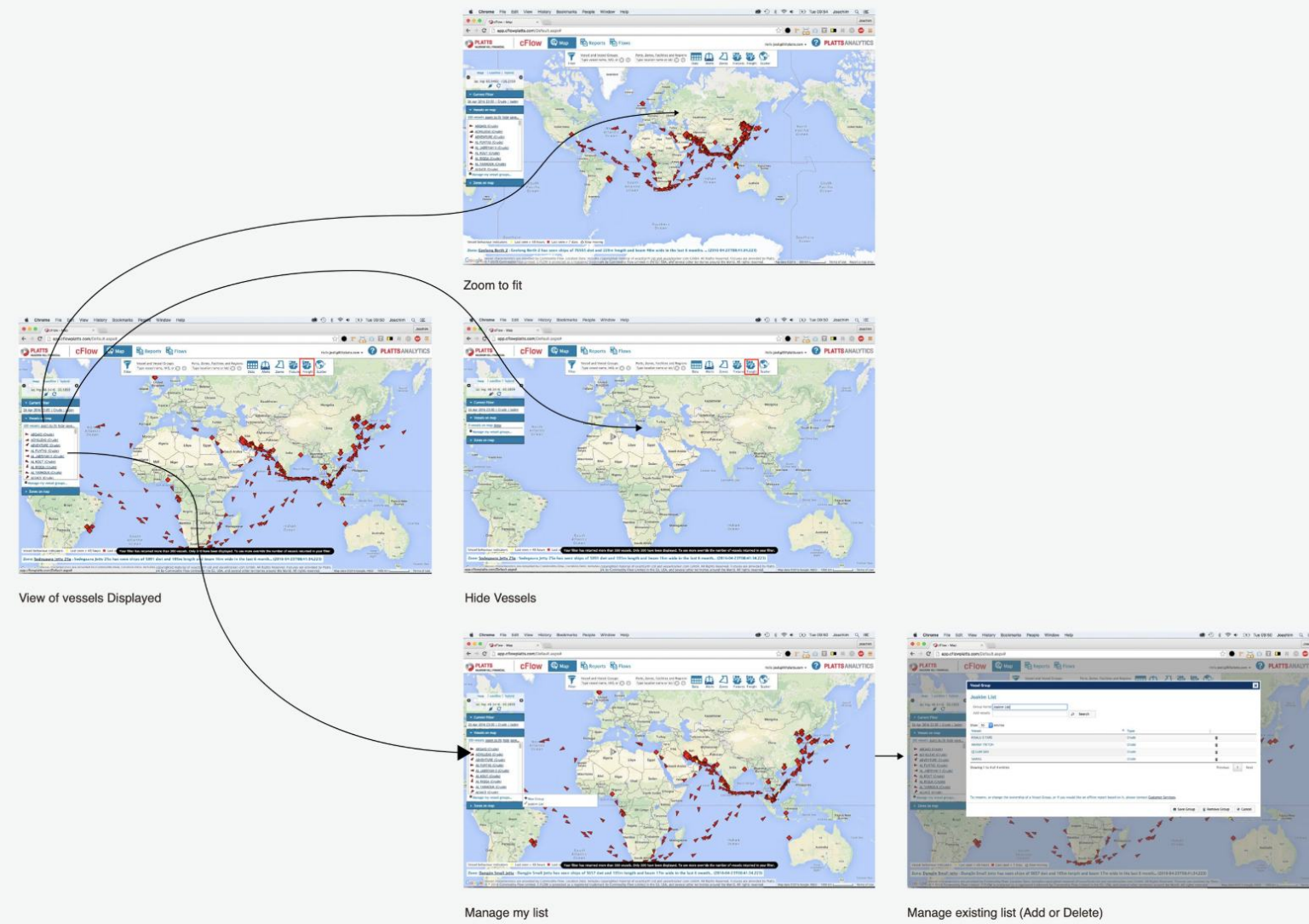
Map

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



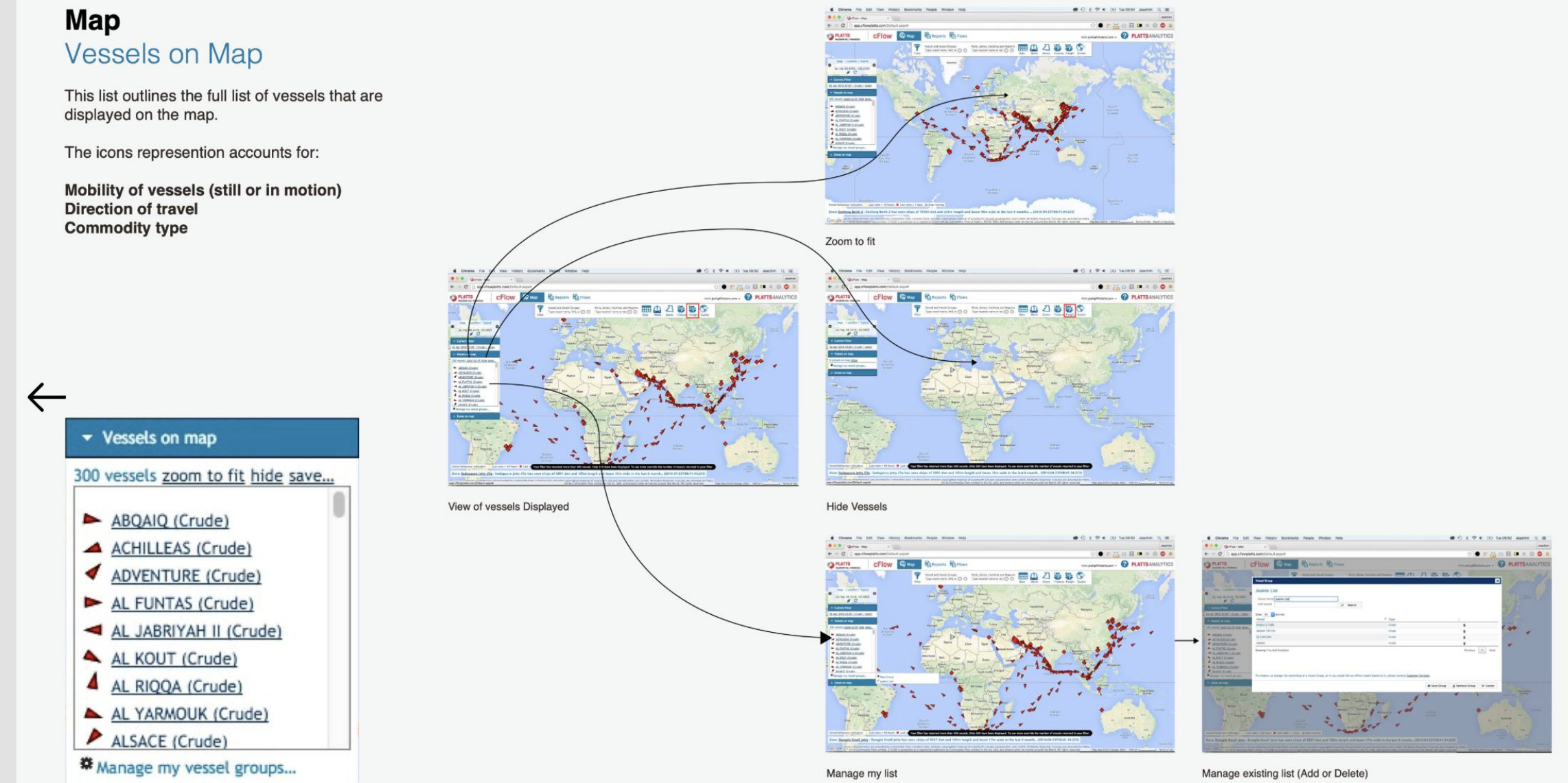
Map

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Commodity type



Map

Navigation: Search

Search Vessels provides group results for Vessels and Vessel Groups

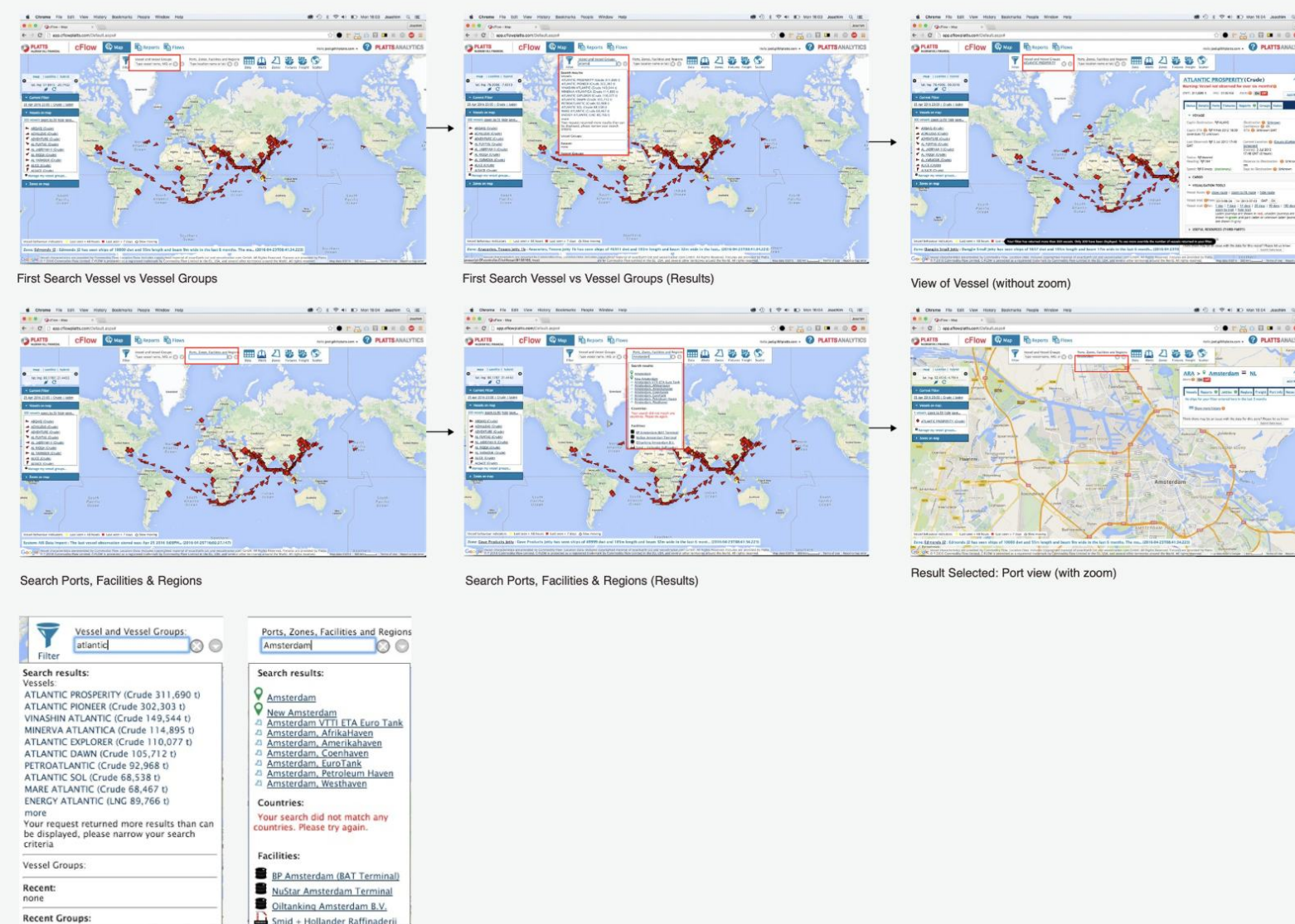
Search 1: Vessels vs Vessel Groups

- Vessels
- Vessel Groups
- Recent Groups
- **Search 2: Port**
- Recent
- Countries

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
Filter effectively gives the user a set of option of what to display on the map

Search Vessel & Port

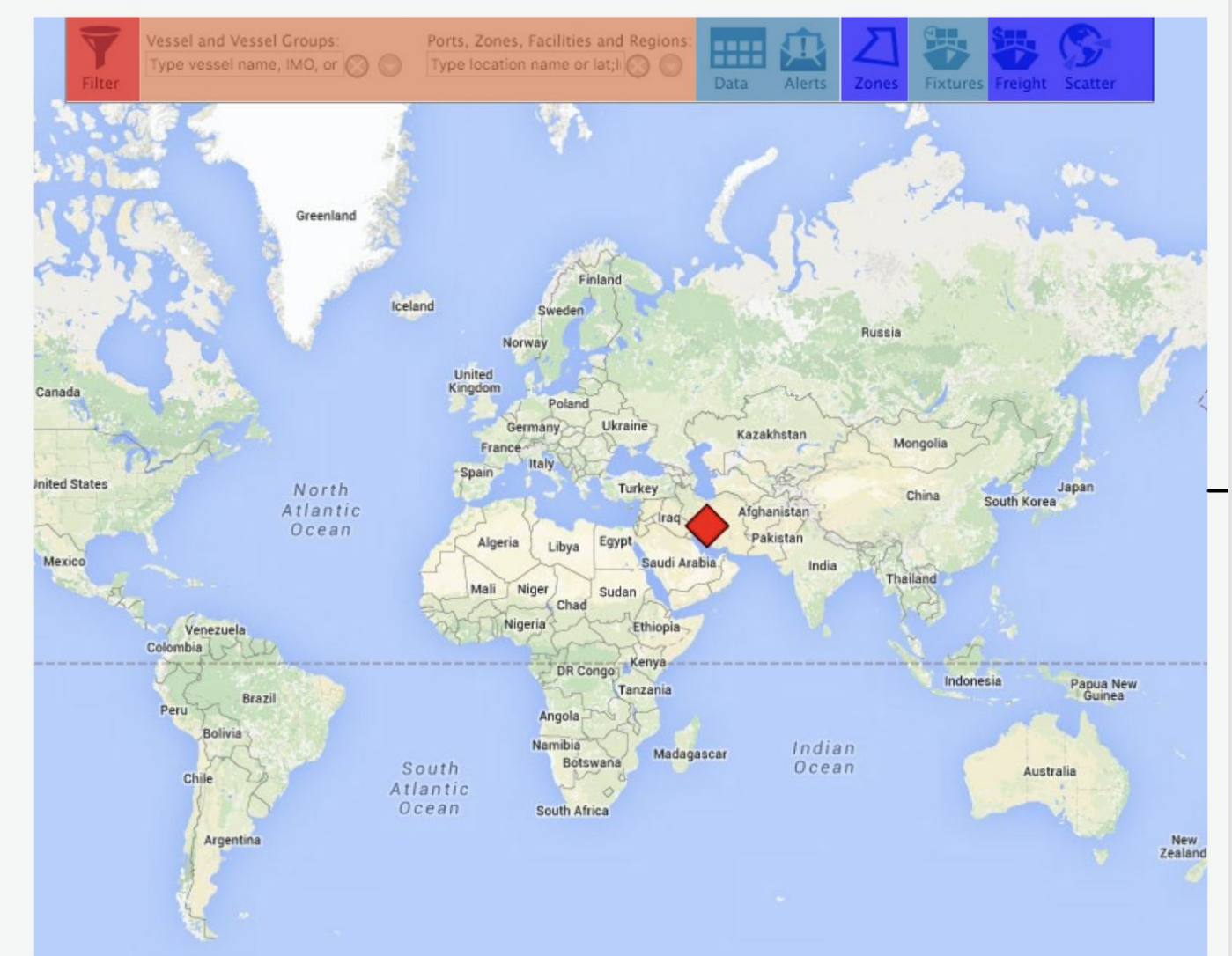
- Gives user immediate access to specific points on the map

Representation of Data

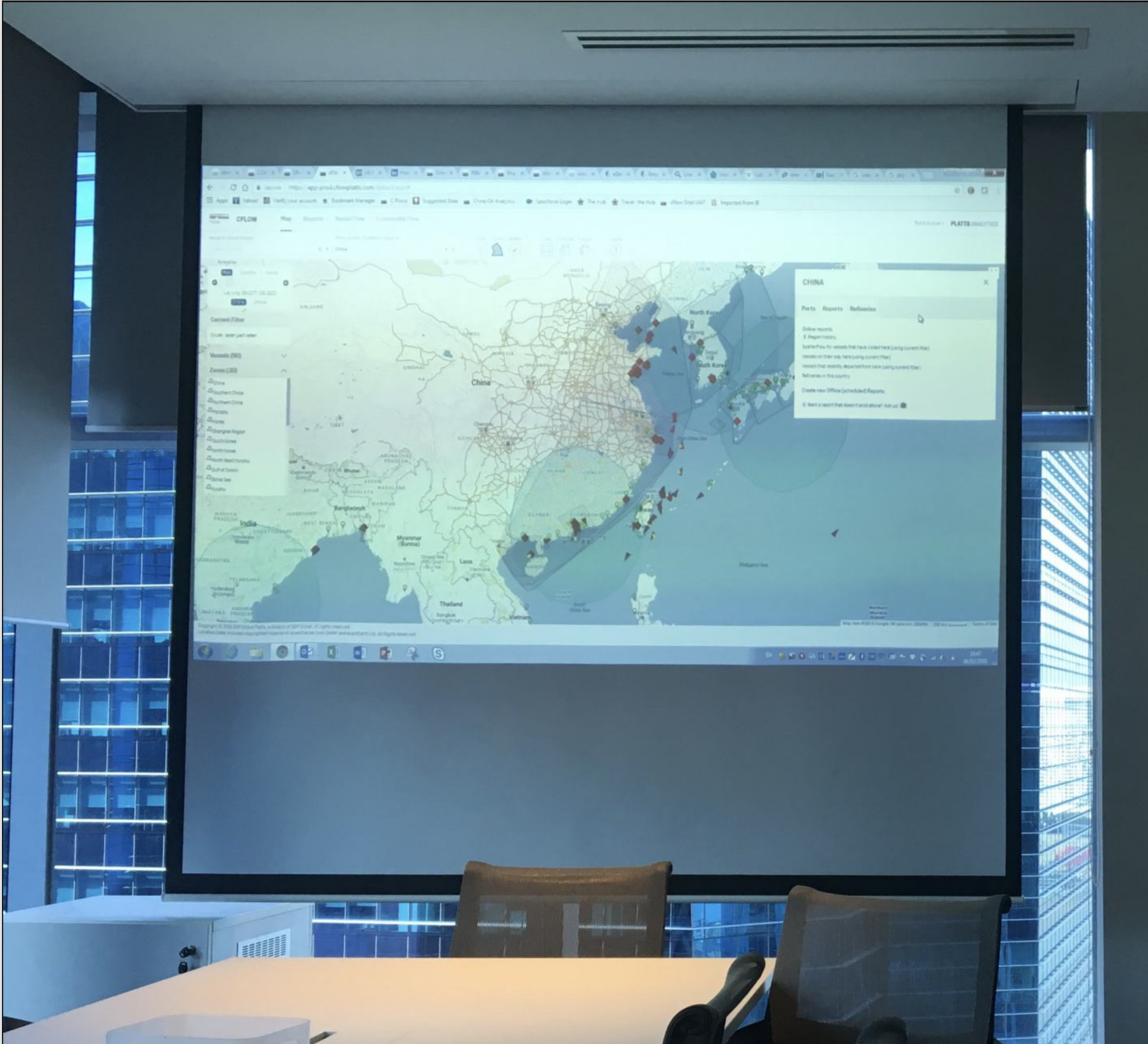
Shows the user data on a new window, might be related or not related to data already visible on map

Additional layers on Map

Additional layers on map
These function effectively as additional information directly on the map.



Quick Wins with consolidated navigation and focused Search



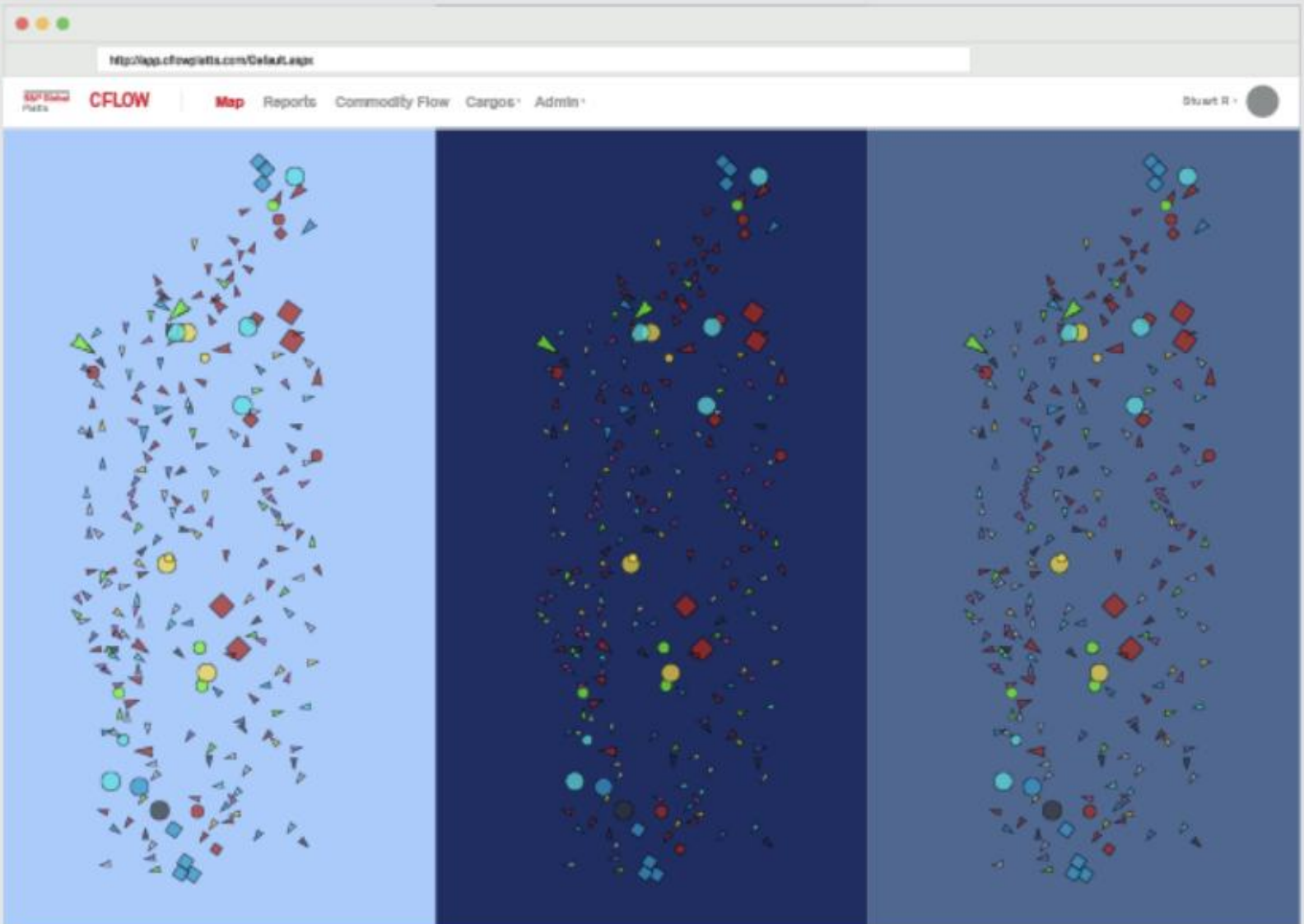
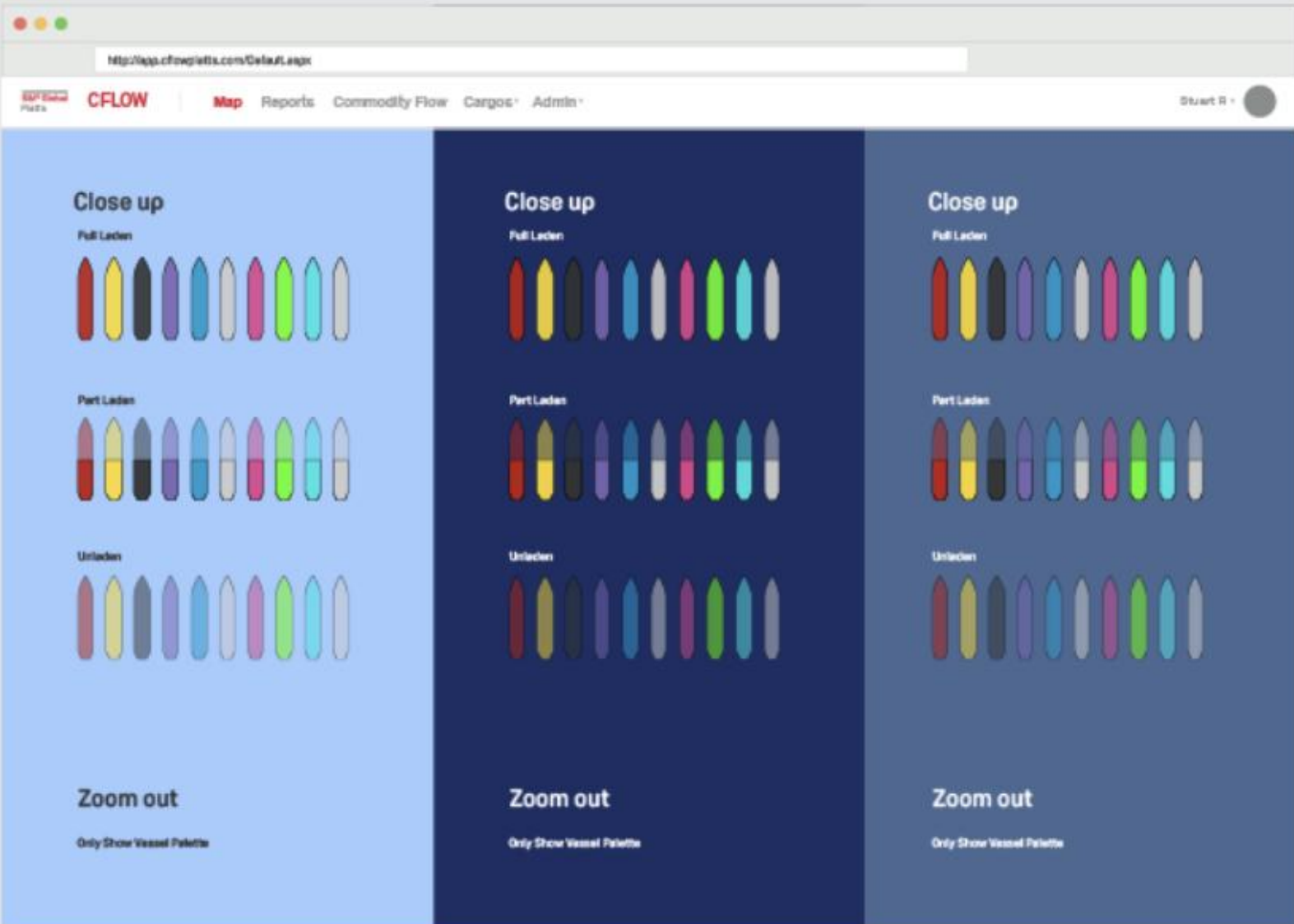
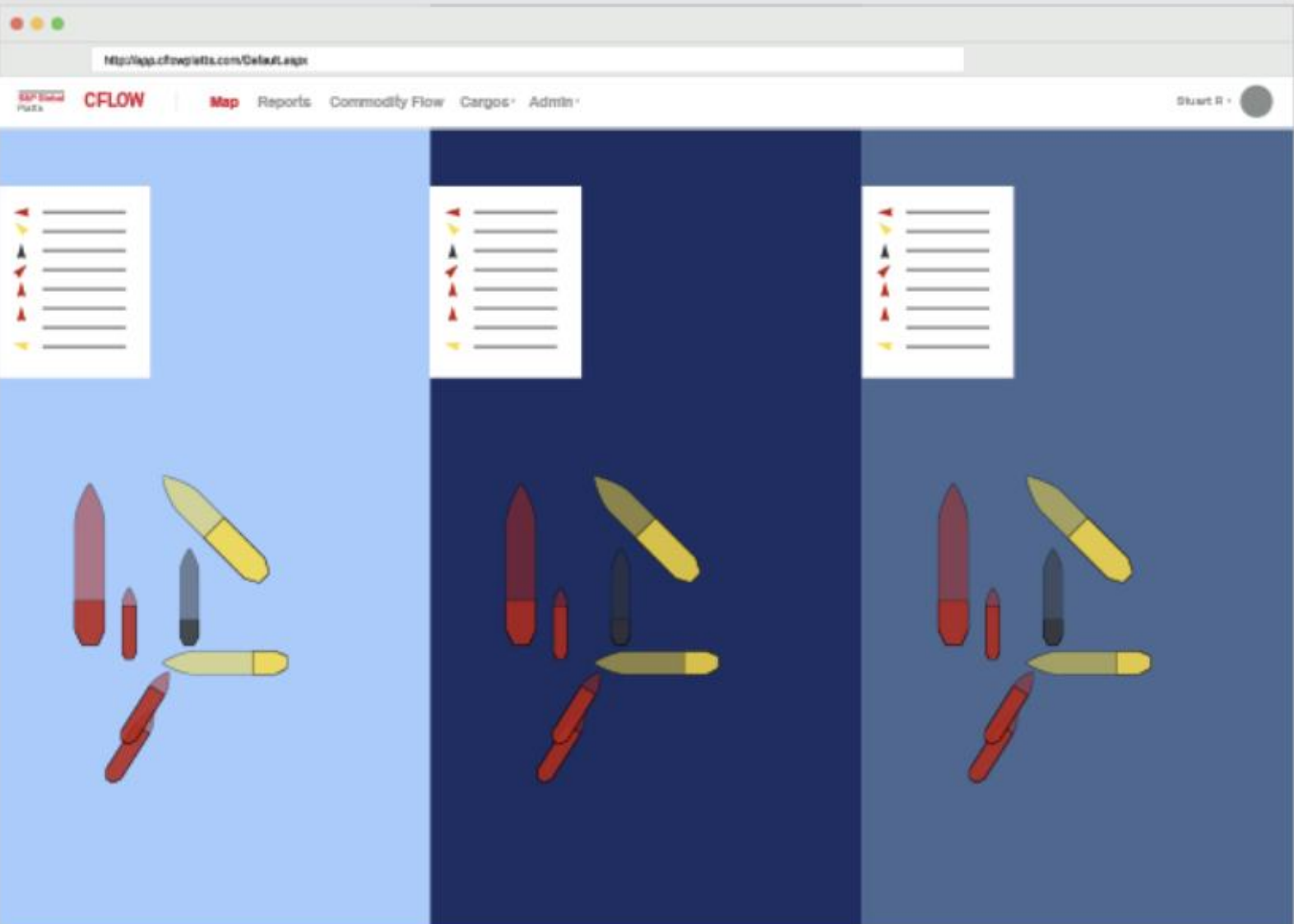
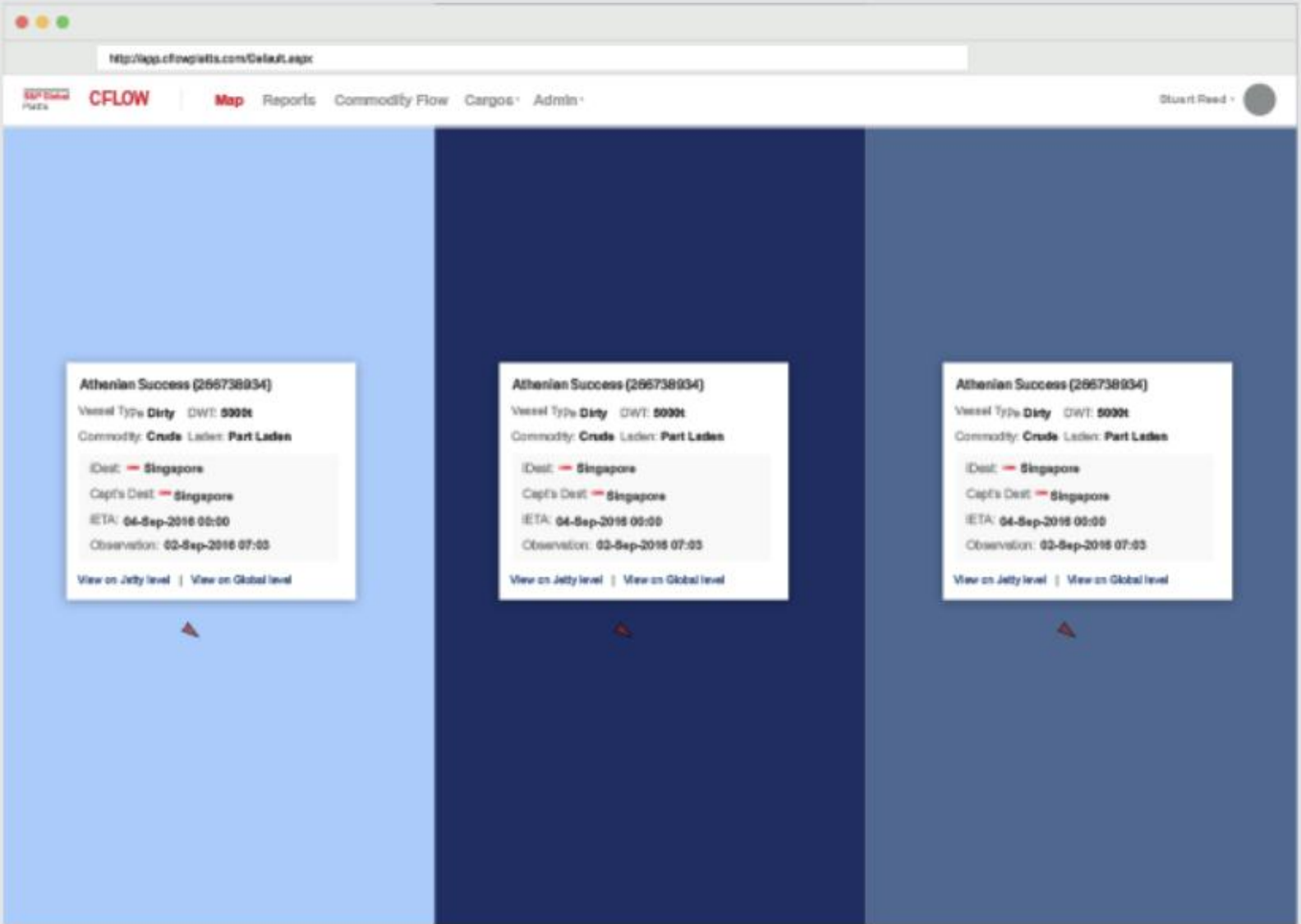
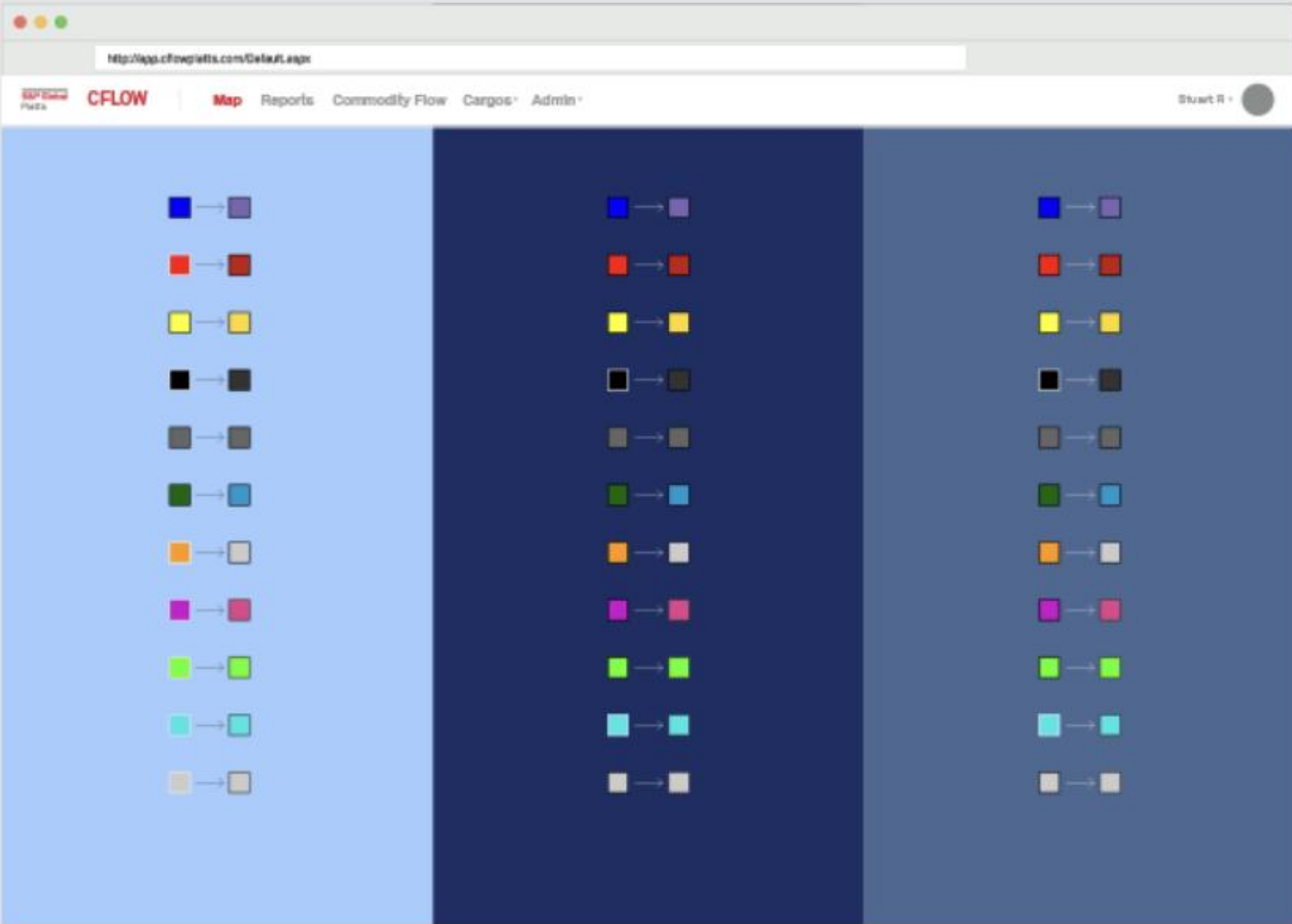
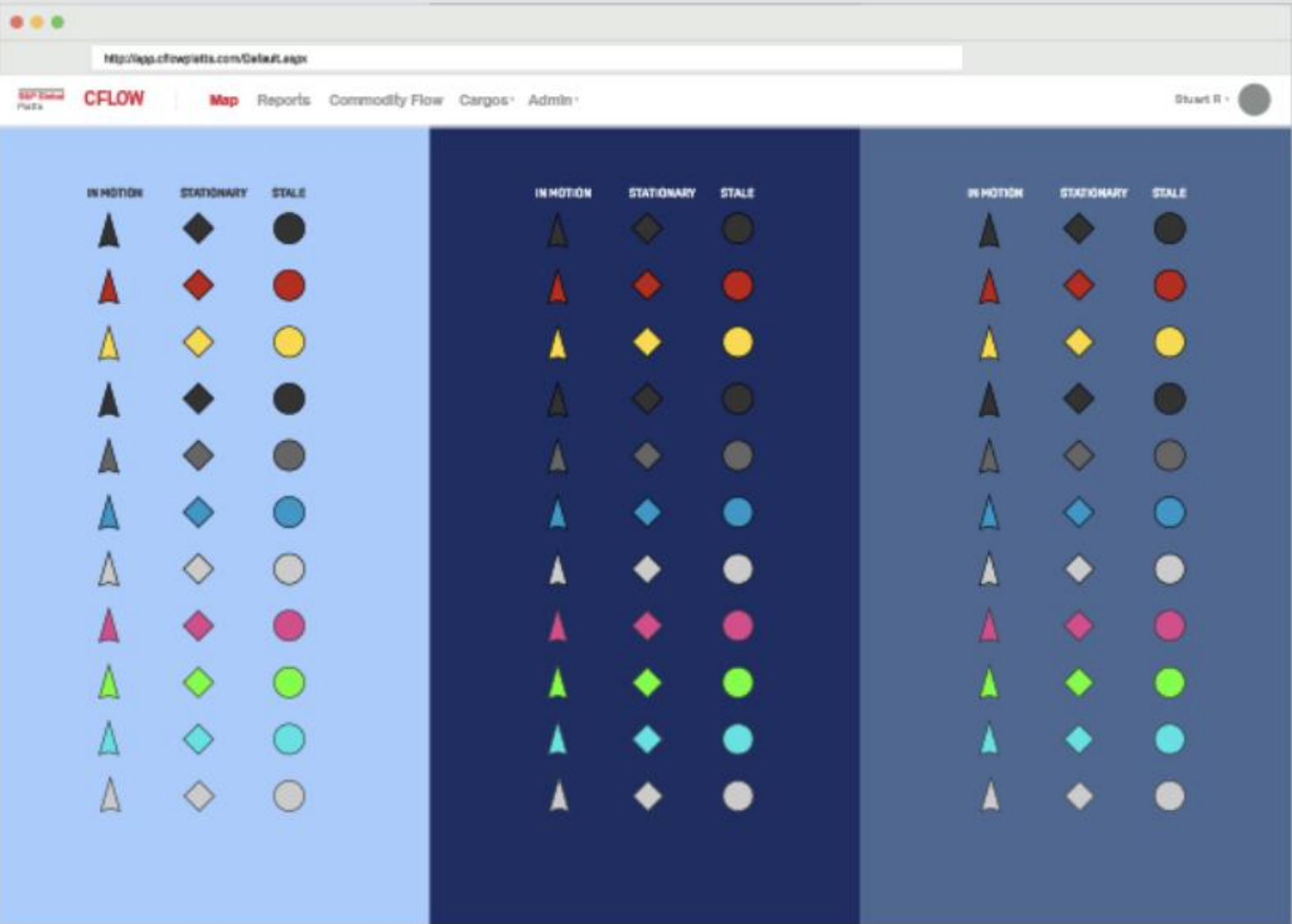
Broad Search



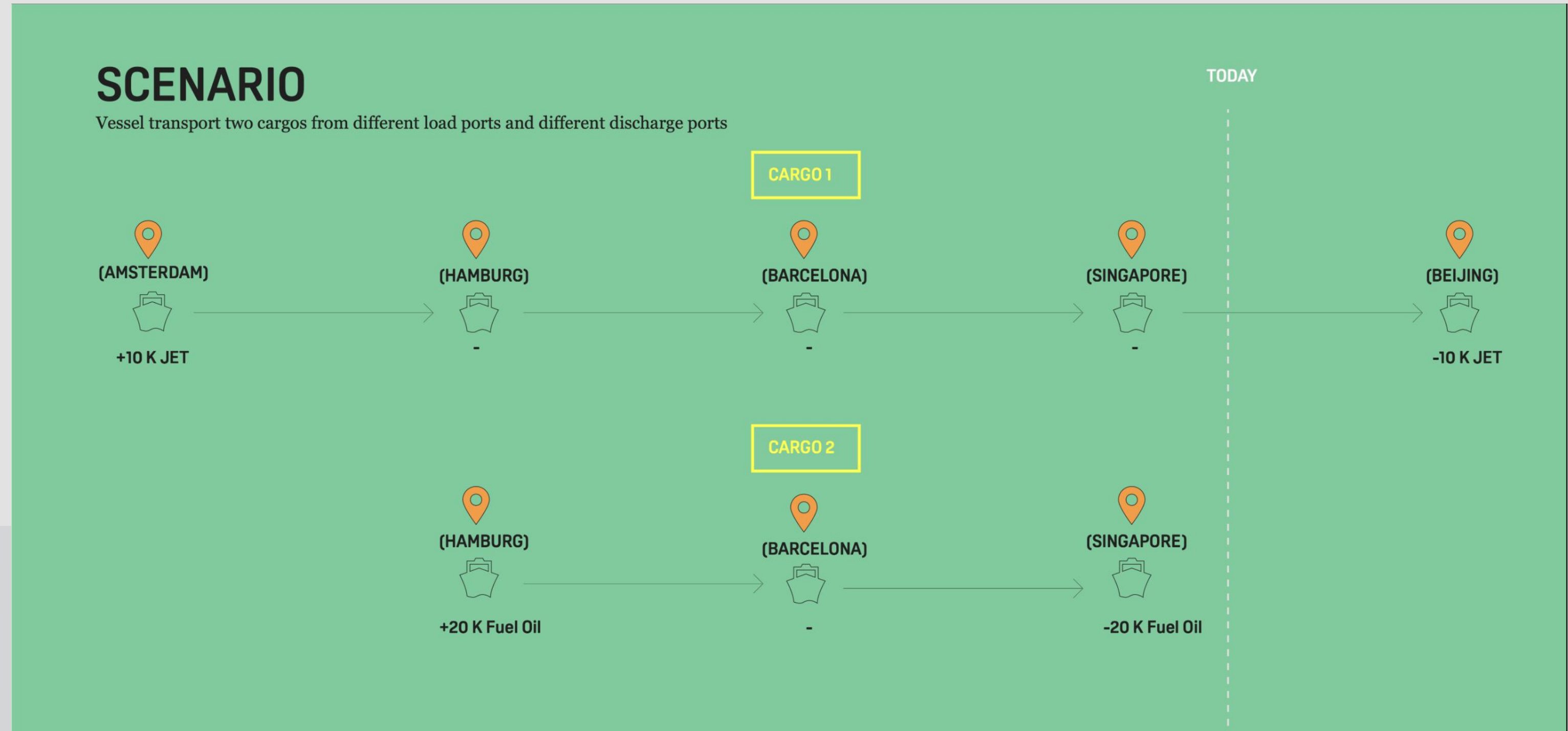
Focused Search



Accessibility at Sea

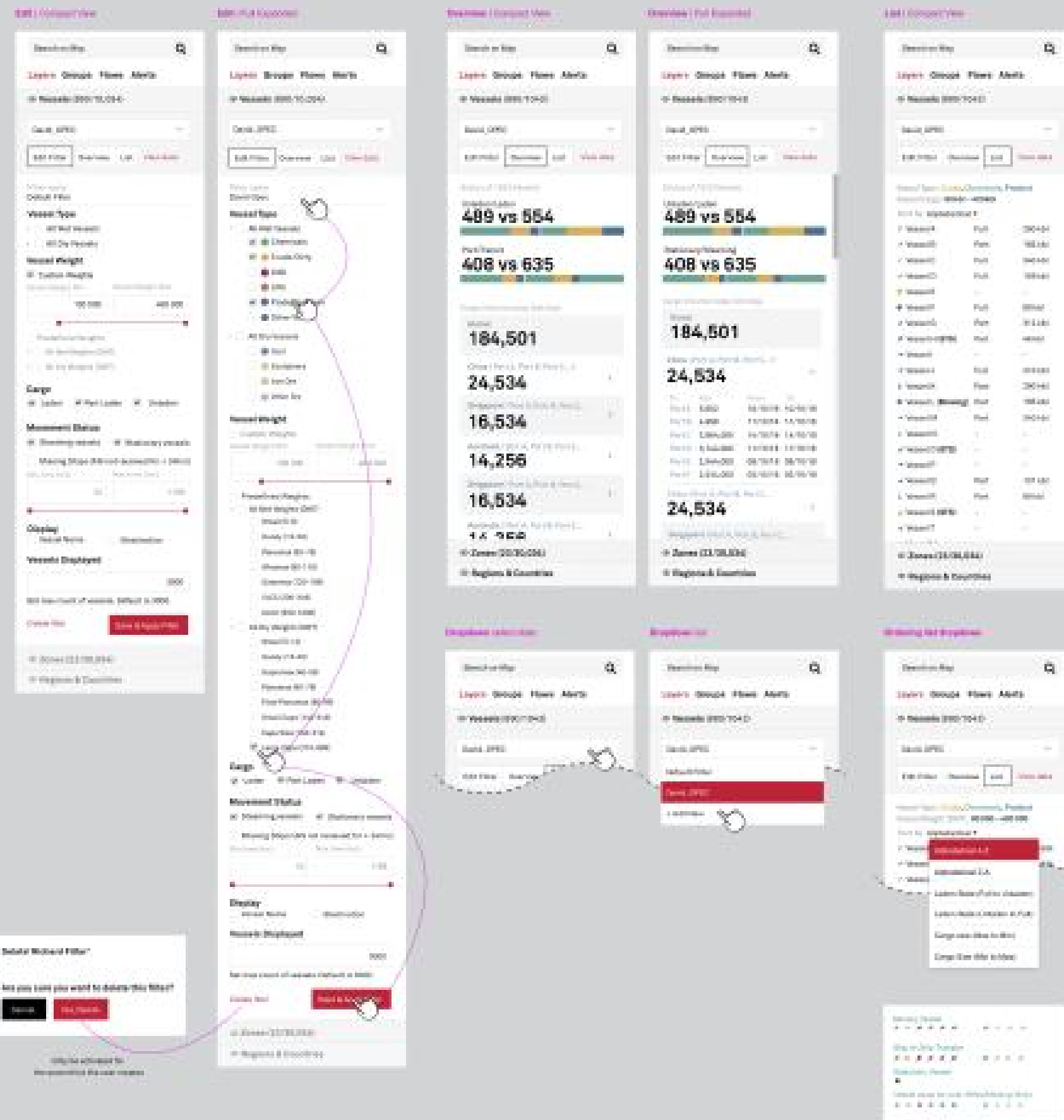


Scenario Prediction and Calculation

[illegible][illegible]

Filtering Vessel Data

Layers | Vessel Filter



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

[Search on Map](#)

Layers Groups

 Vessels (890/1043)

David_OPEC

Edit Filter

Overview

List [View data](#)

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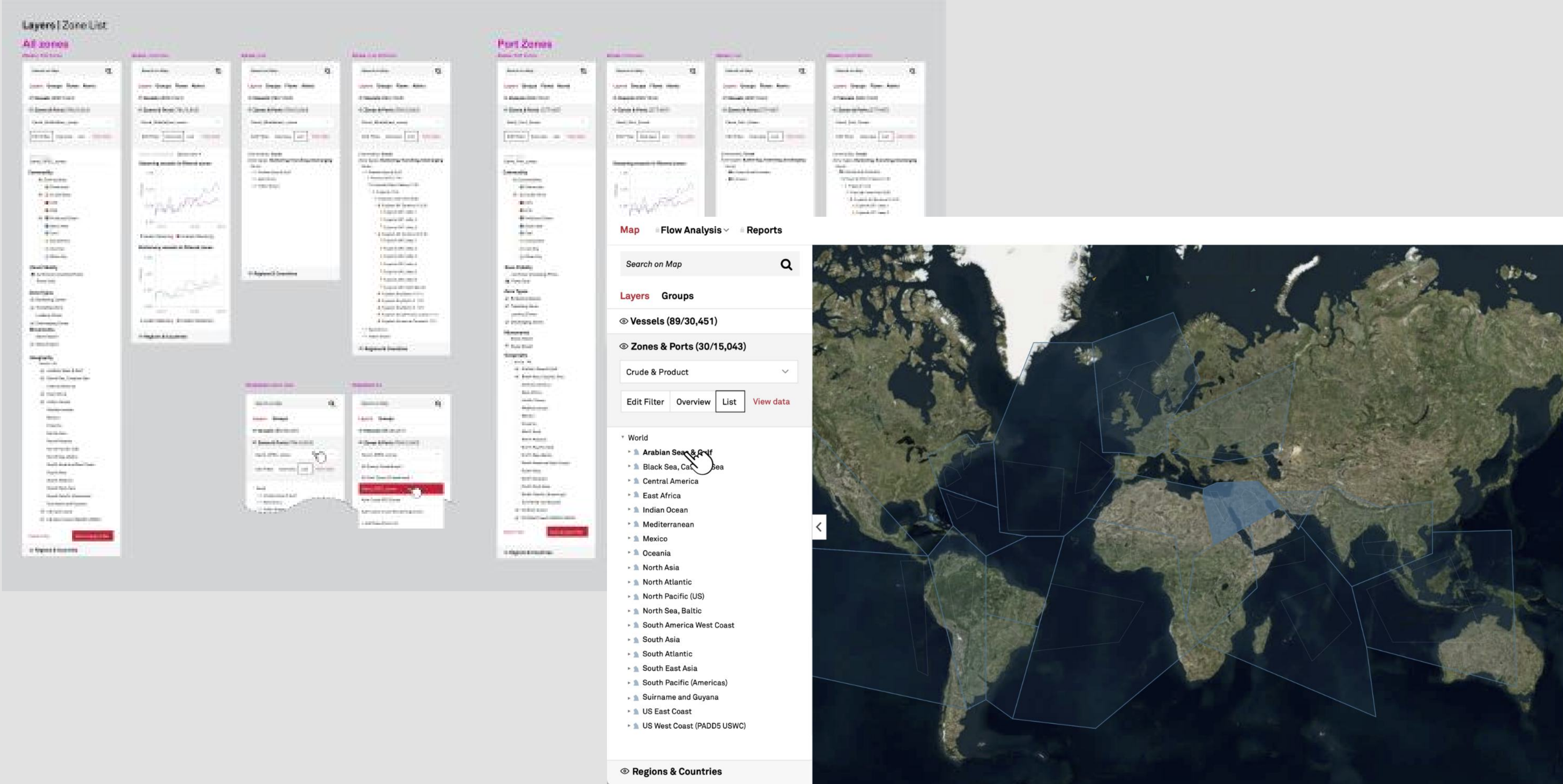
14,256

👁 Zones (23/30,034)

👁 Regions & Countries



Geomapping cargo in specific zones



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

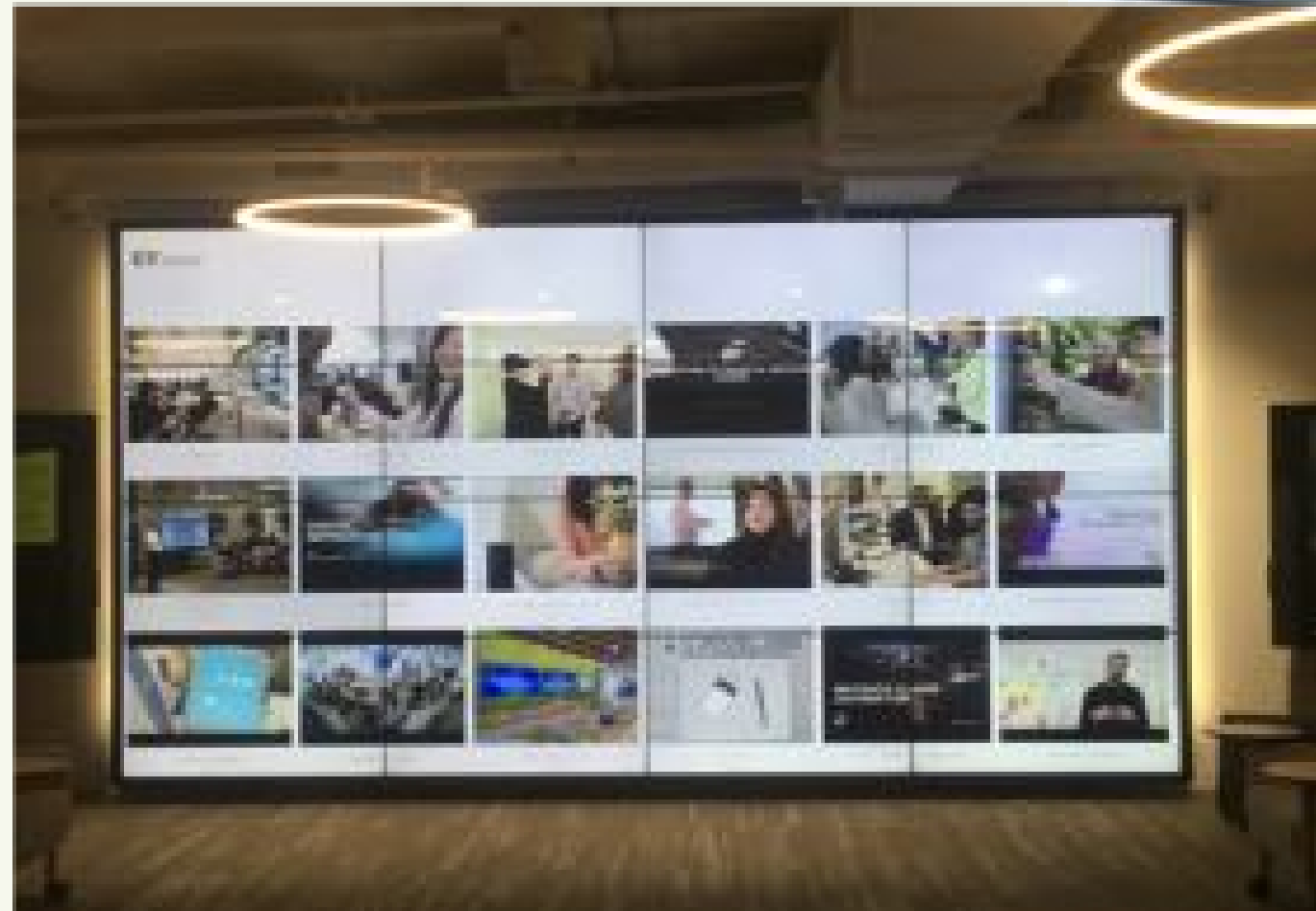


Ideation and Brainstorming



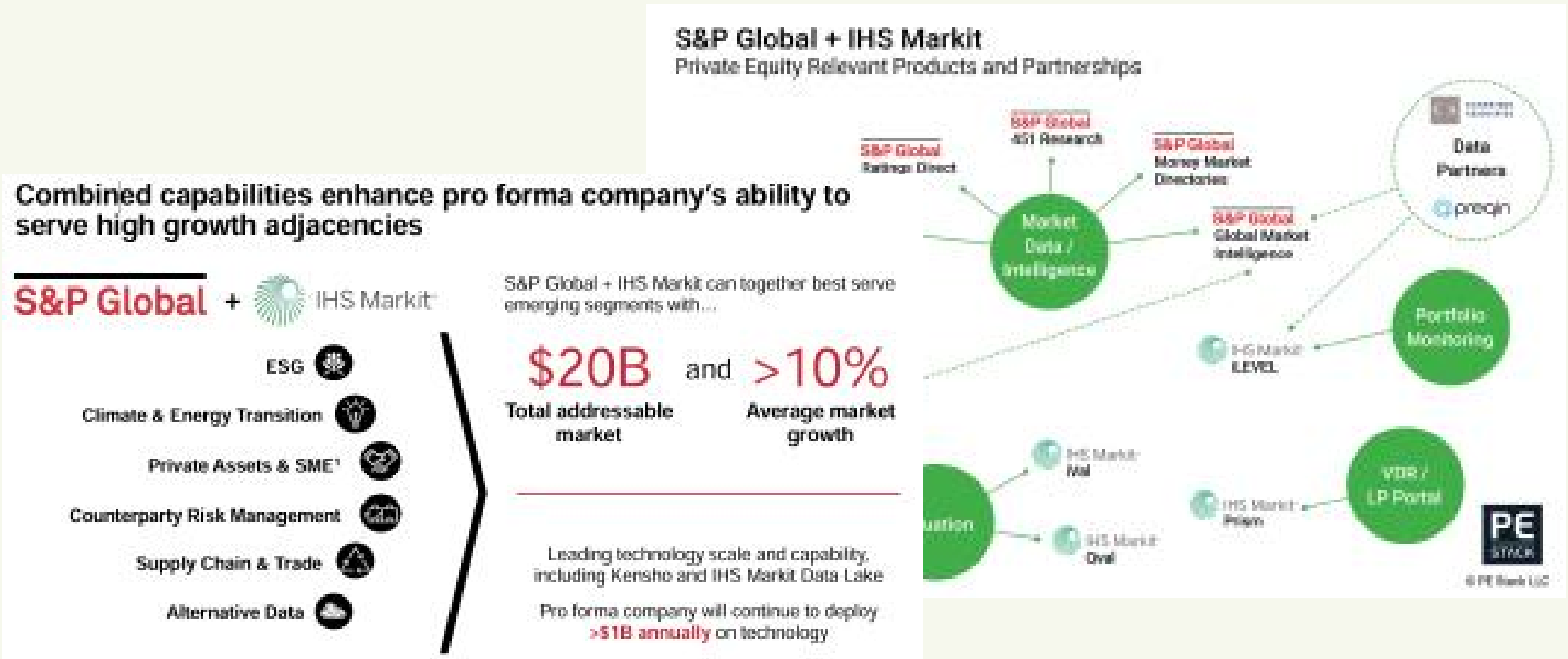
EY Wavespace Client Experience Center

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.



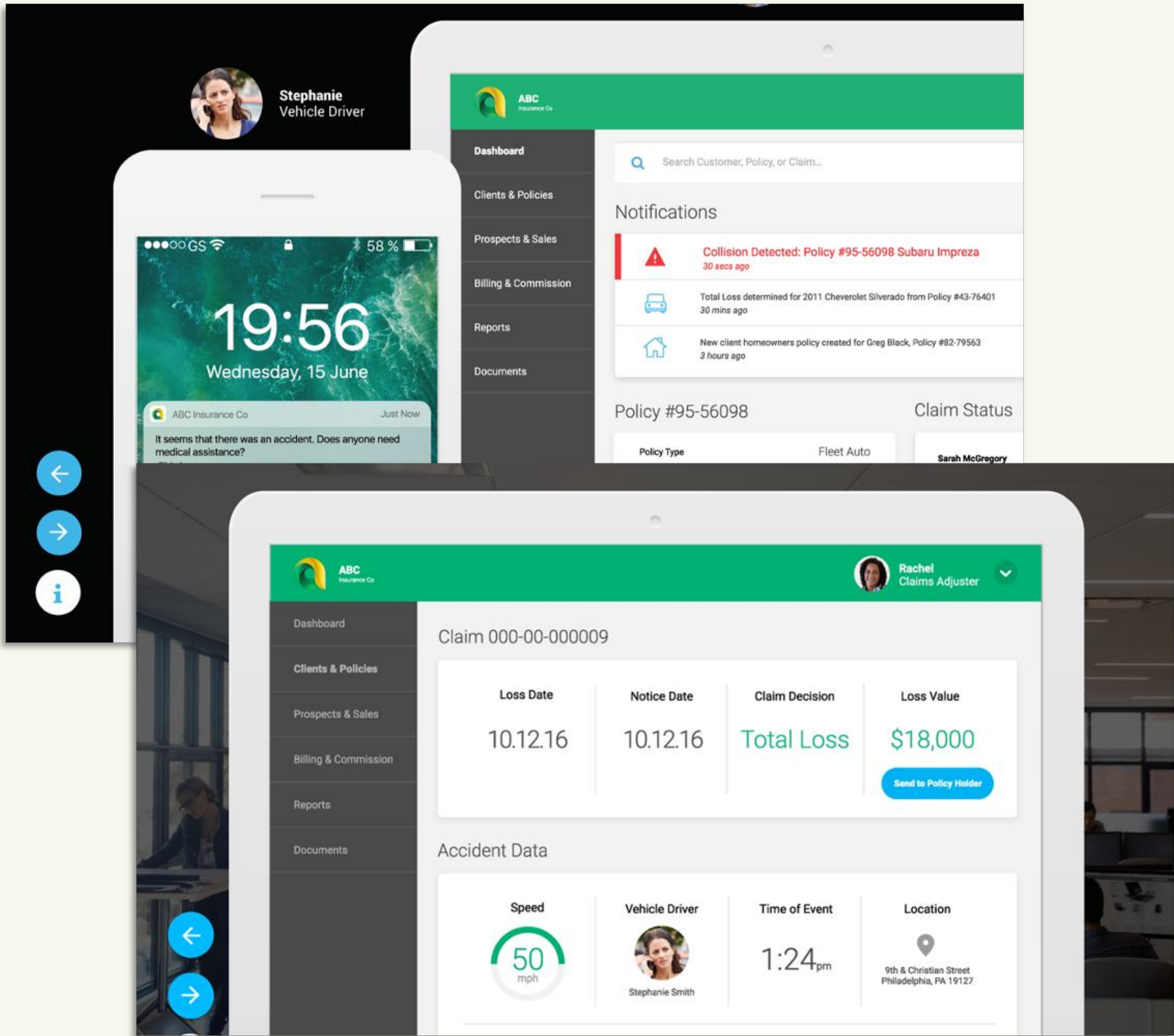
IHS Markit & S&P Global

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



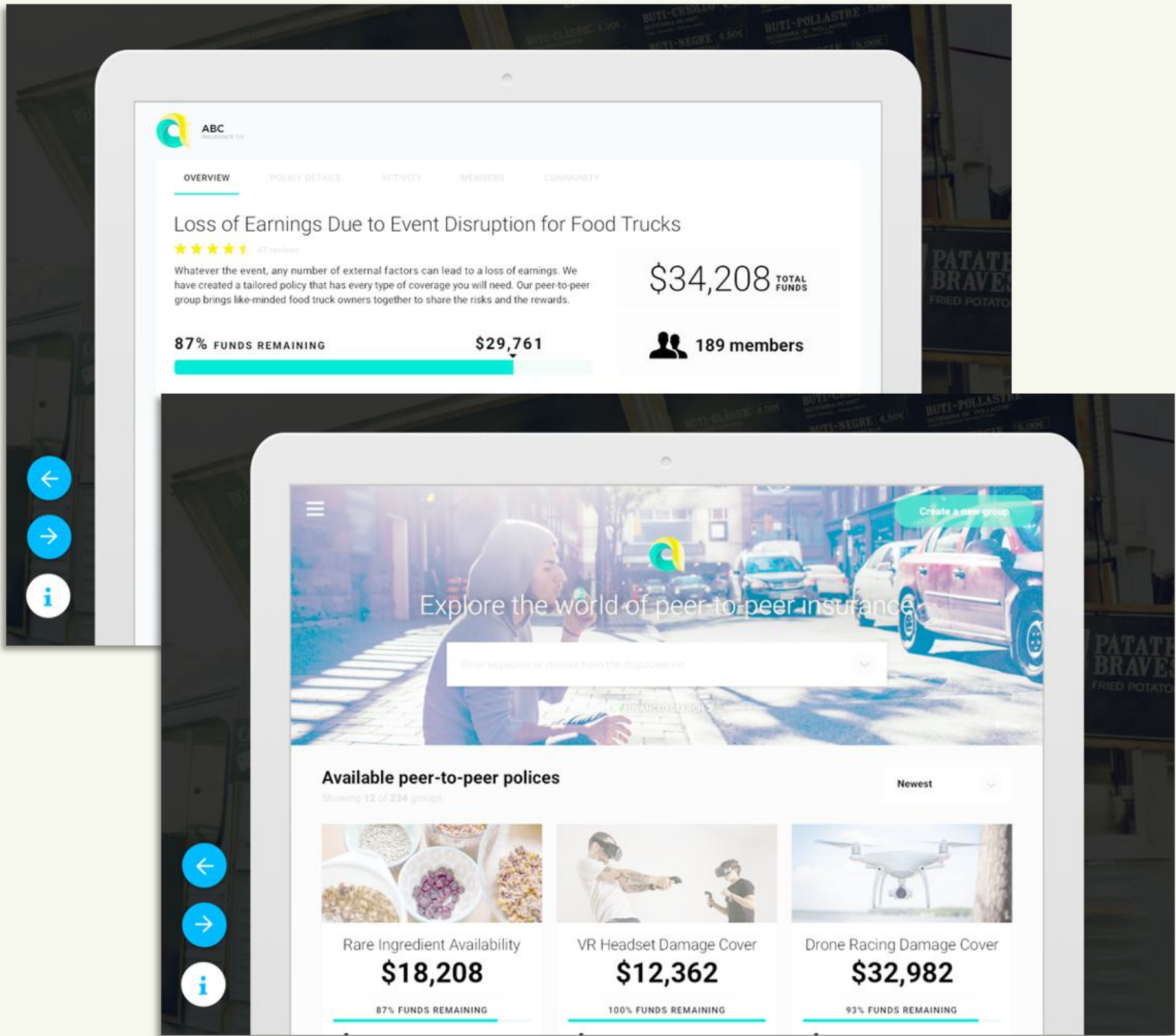
Digital Insurer of the Future Client Experience Use Cases

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.

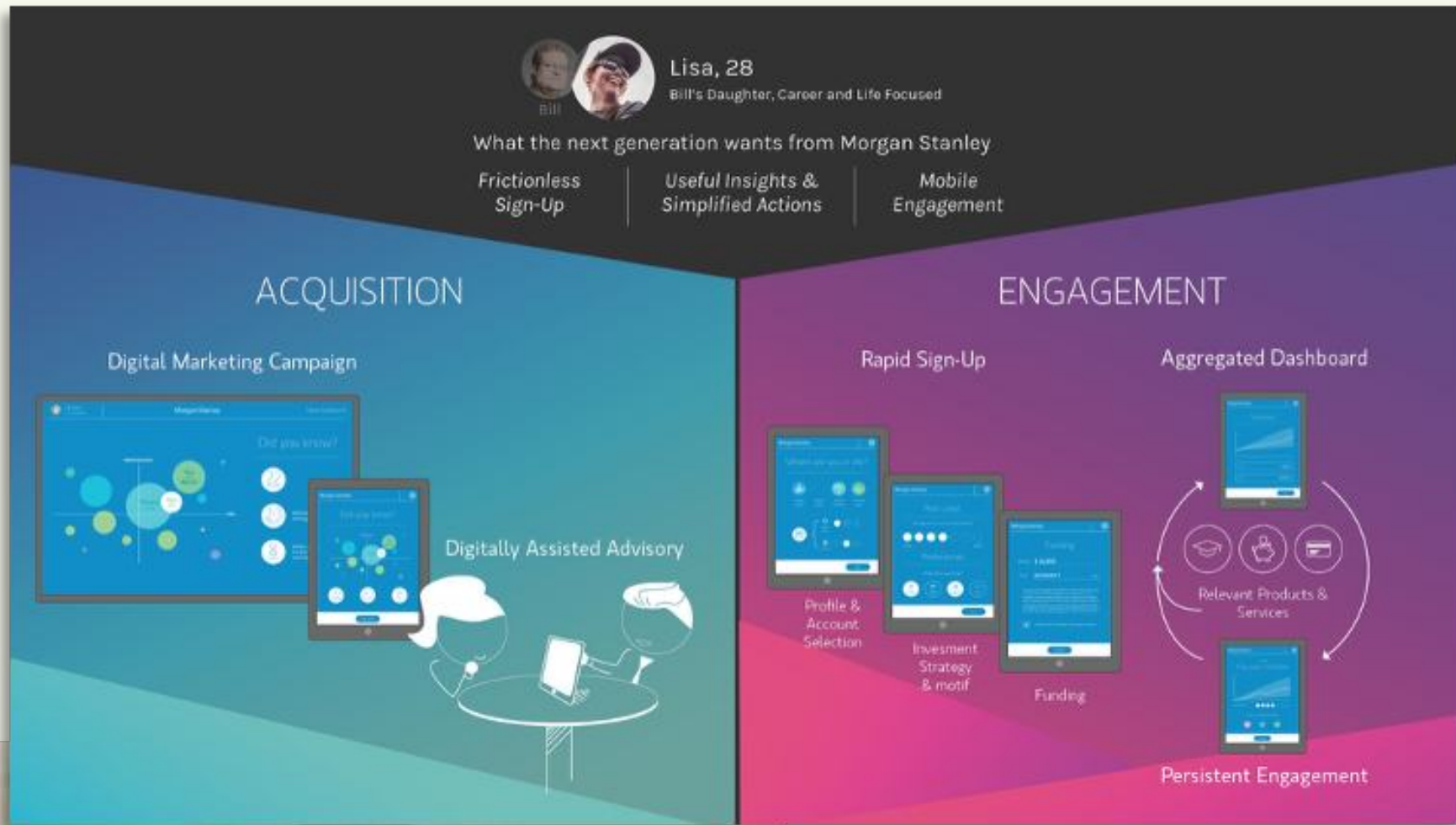


Automated FNOL

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

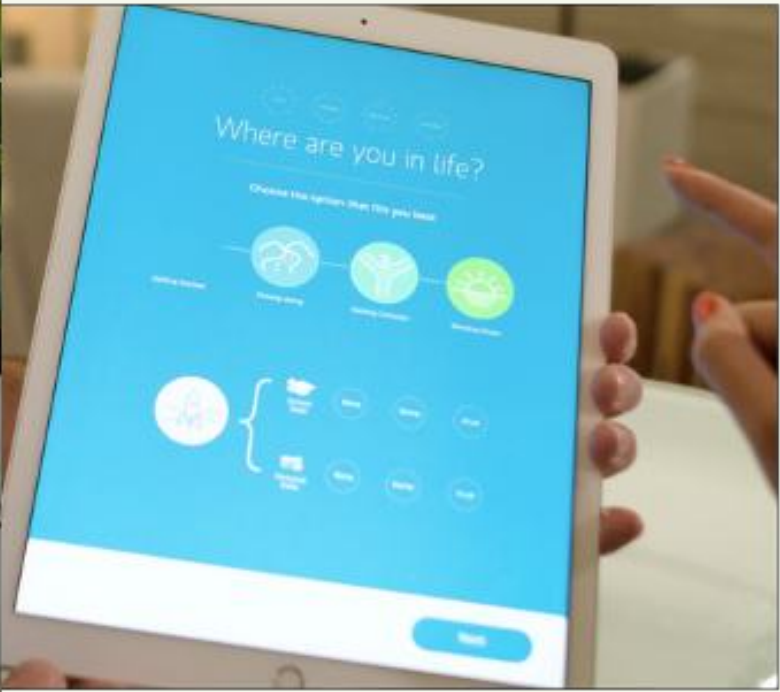
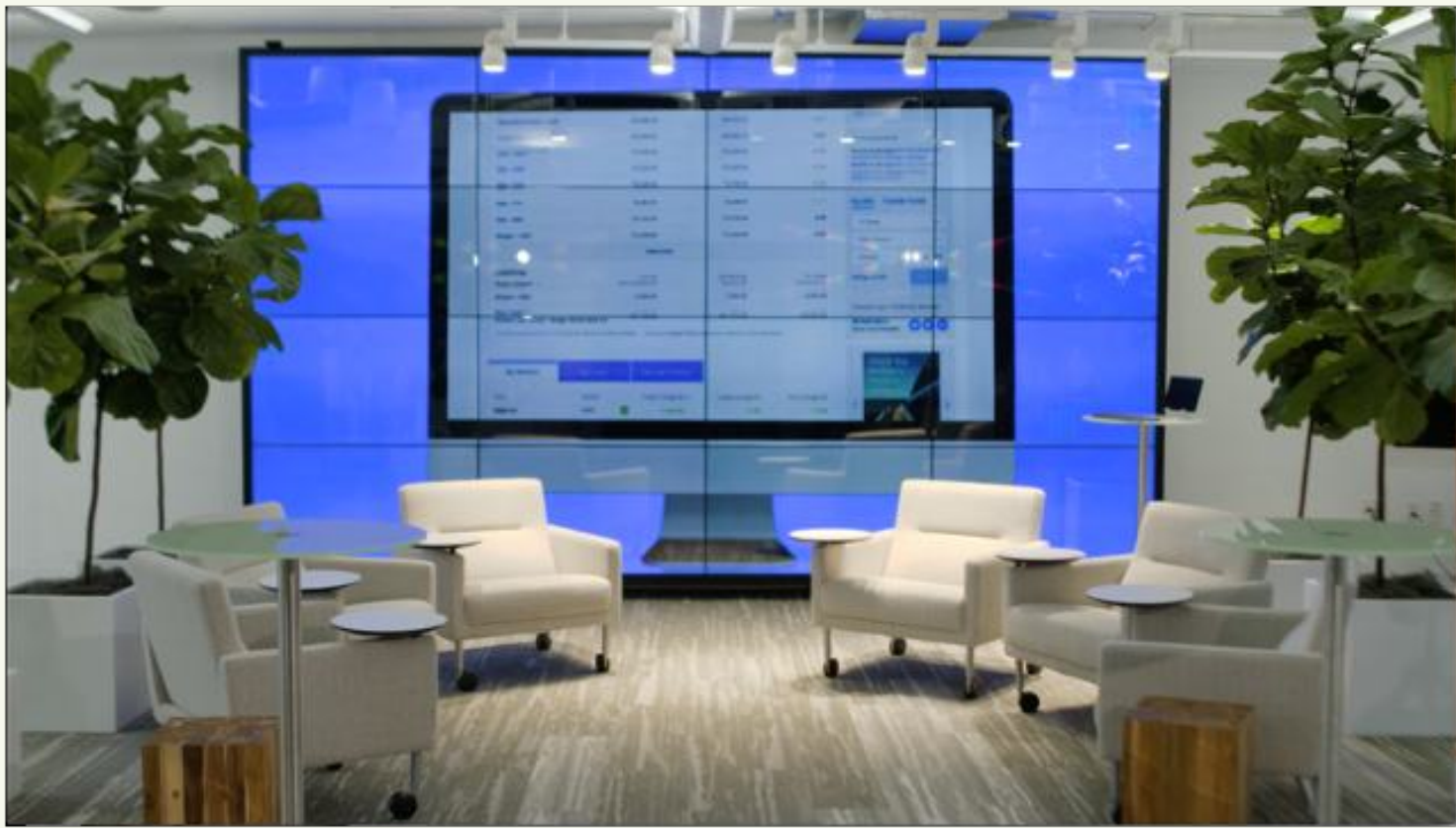
Go-To-Market

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

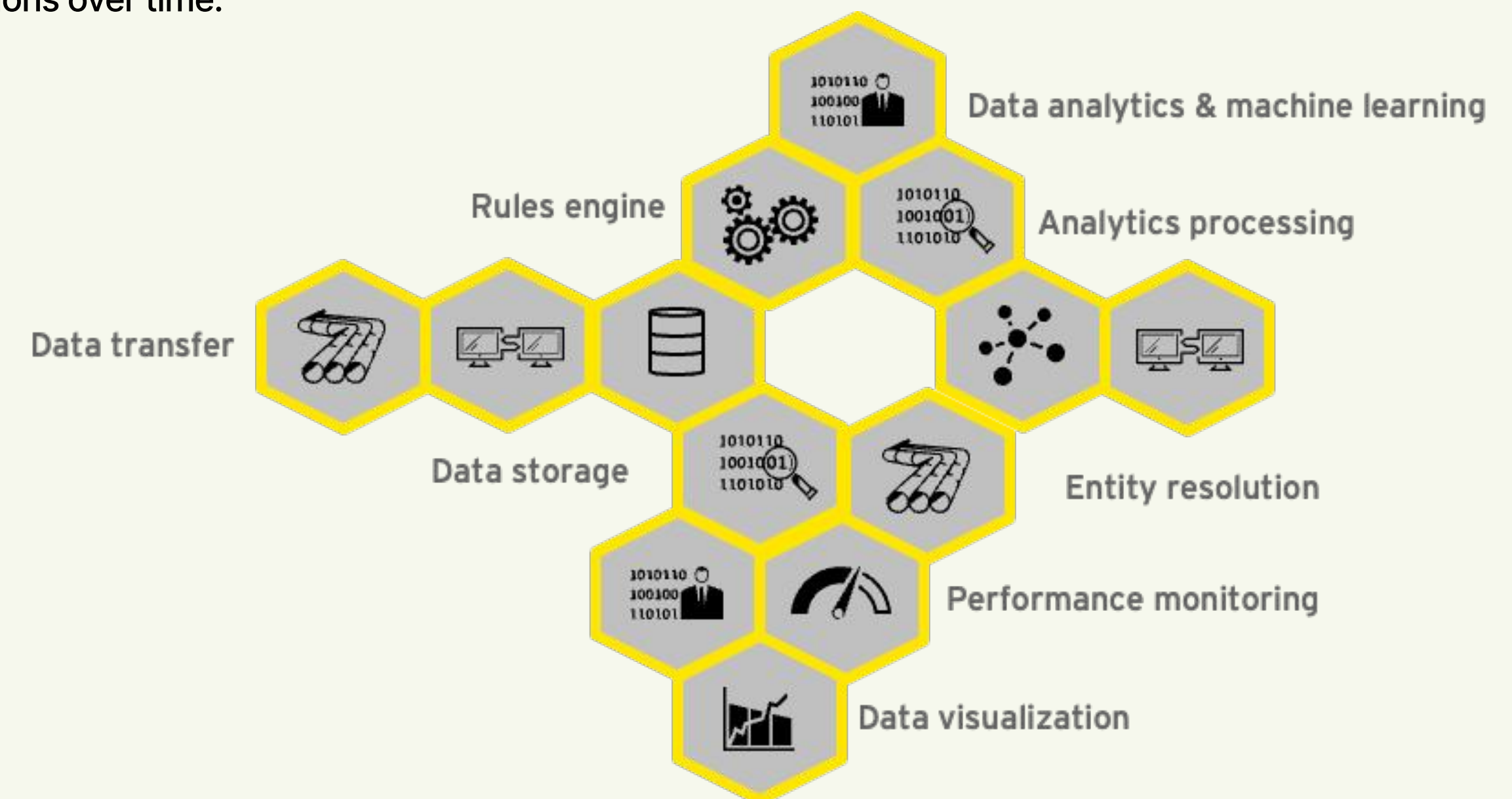
“World’s Biggest Banks Fined \$321 Billion Since Financial Crisis”
BLOOMBERG, MARCH 2017

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

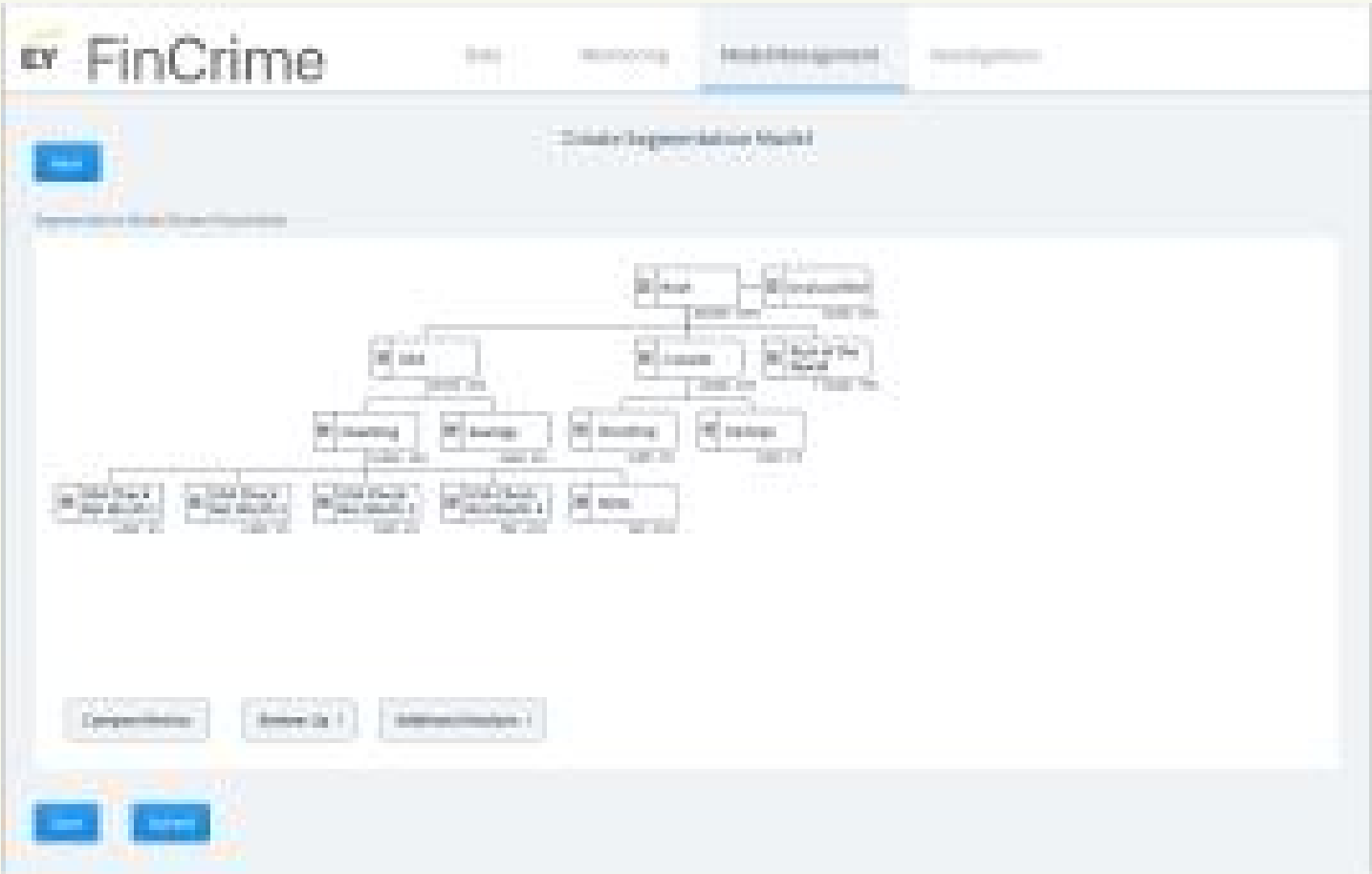
“Standard Chartered To Pay \$300 million For Fraud Control Failures”
LAW360, AUGUST 2014

Platform Strategy

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

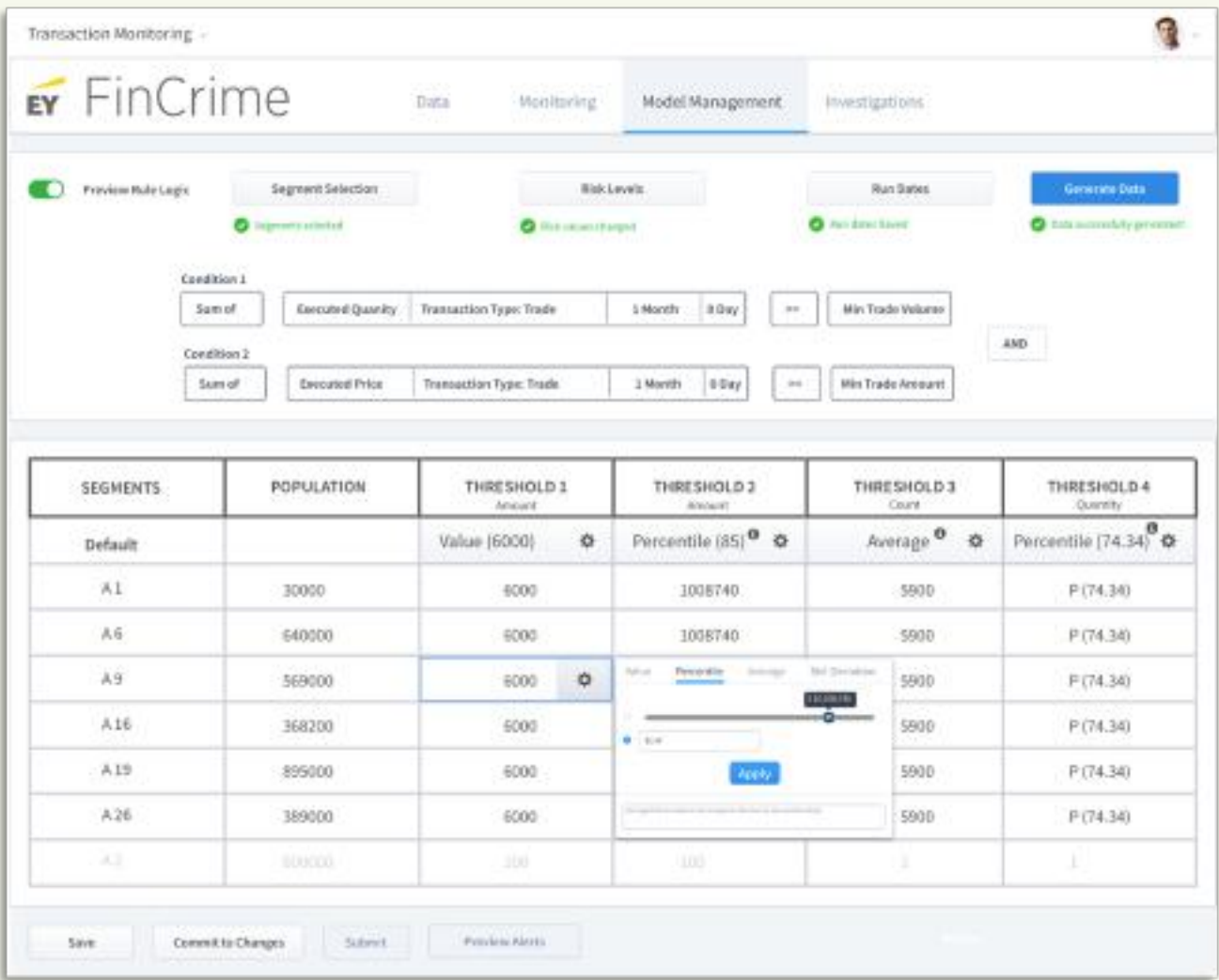


1. Segmentation



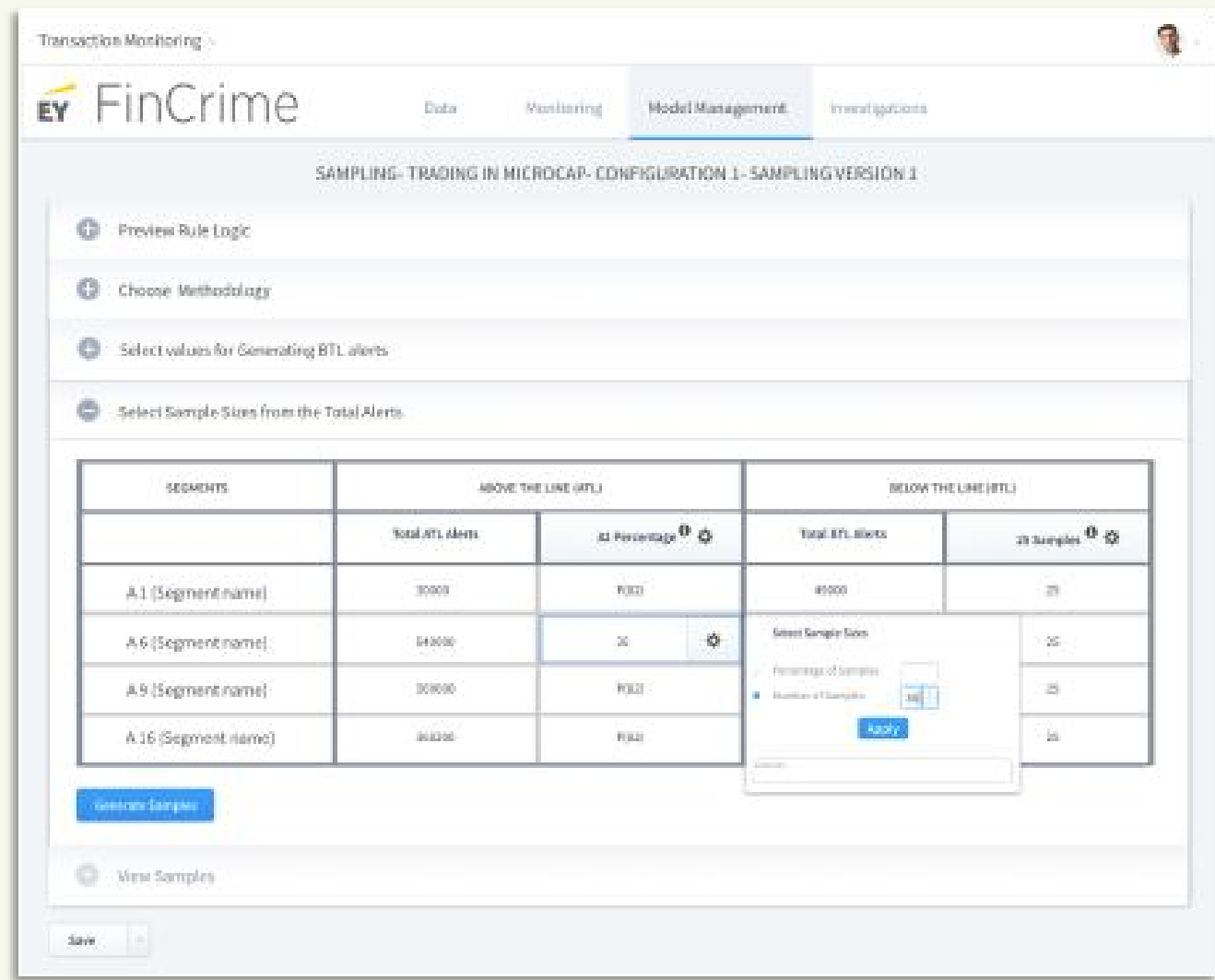
Create population groups with distinct characteristics and apply the rule logic accordingly

2. Rule Logic



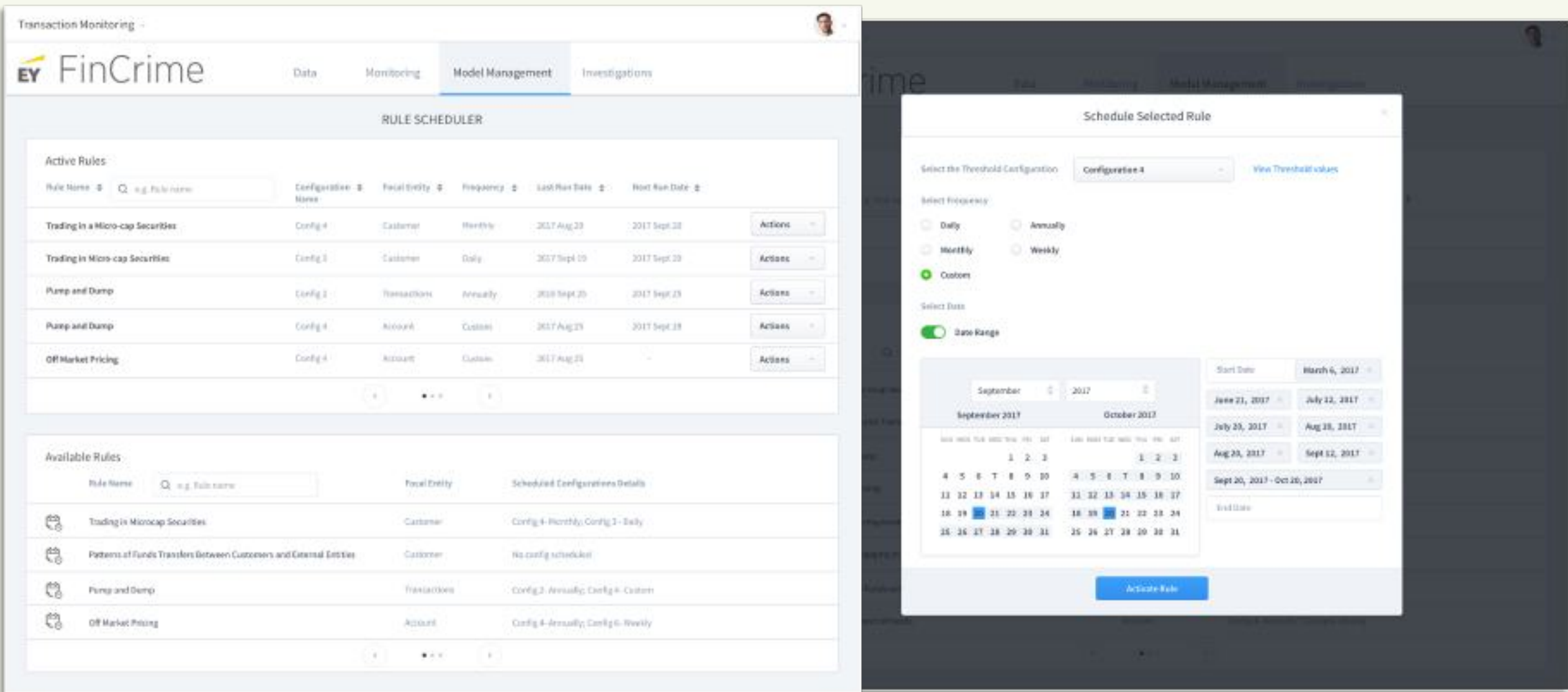
A rule builder to target potential risk and inefficiencies.

3. Data Tuning & Sampling



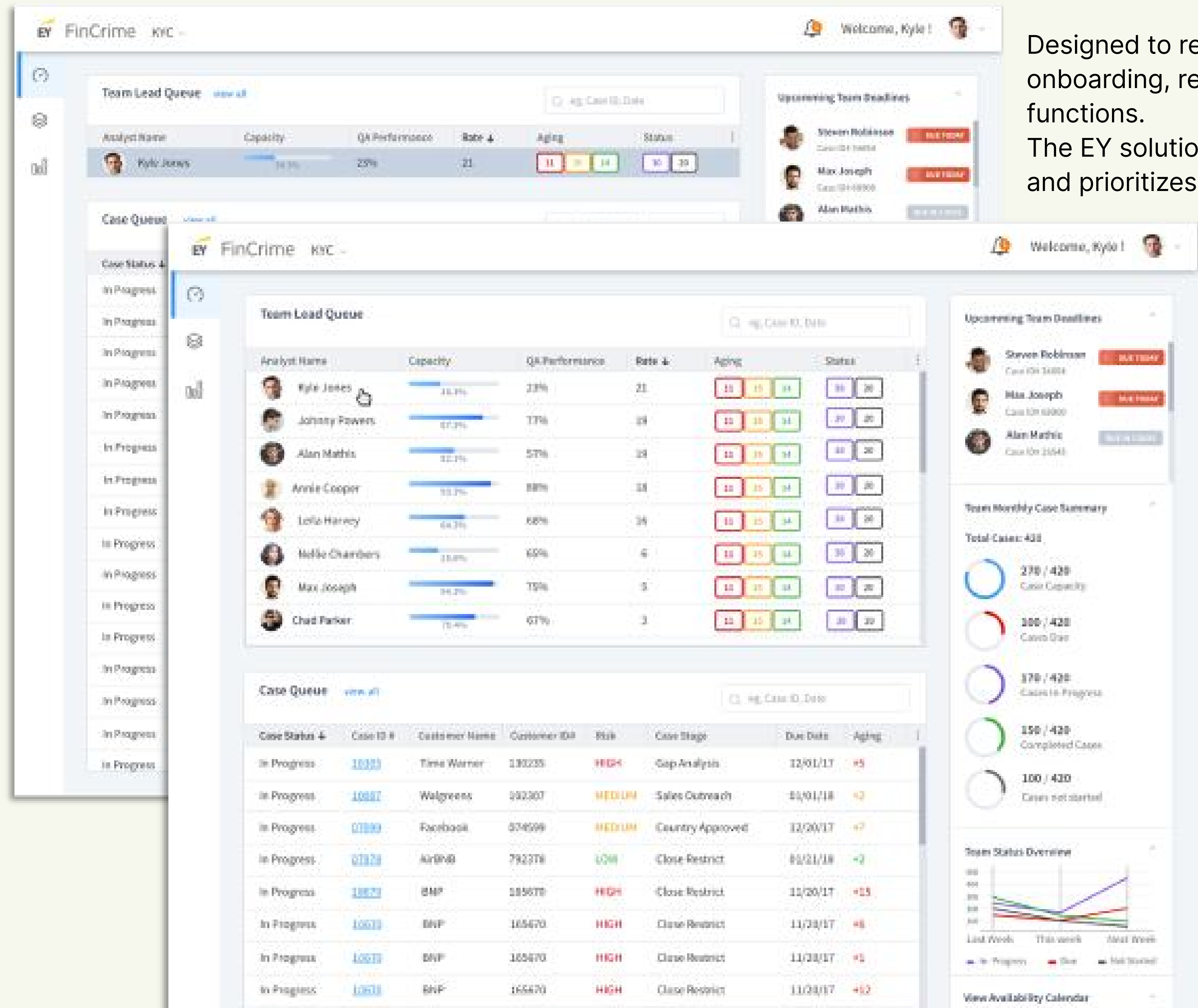
A feature control, test and verify the application of the rule logic to target a specific segment of a population .

4. Scheduling



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

Workforce Management Tool

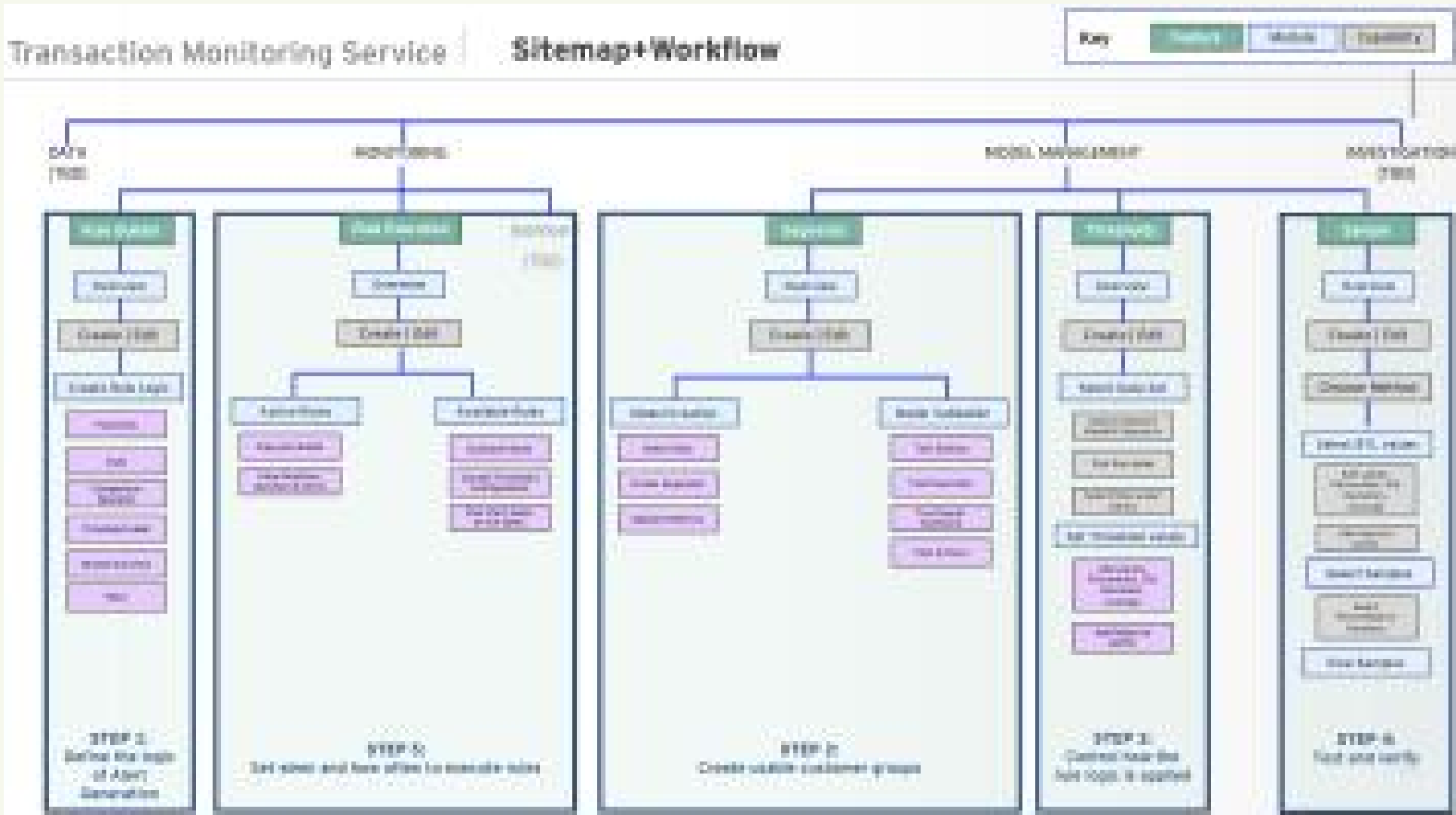


Designed to review performance metrics, transform onboarding, refresh, due diligence and screening functions.

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

S&P Global Inventor Award

S&P Global Platform Innovation Award

Section Generative AI Business Strategy

Section Certified Stretegist

Pragmatic Institute Product Management

900 RYT Yoga Teacher Training

Honors Graduate in Design from Pratt Institute (MFA)