

Tanvi Modi

San Francisco Bay Area, California, USA

tanvi.vvr@gmail.com | +1 (650)-254-6622

www.linkedin.com/in/tanvimodi

DESIGN & TECHNICAL PROFICIENCIES / PORTFOLIO

Tools	Figma, Tableau, Adobe (Photoshop, Illustrator, InDesign, Premier Pro), VS Code
Languages	Javascript (D3 & React library), HTML5, CSS, R-ggplot2, Python
AI Design	Lovable, Bolt, Cursor, LLM's (ChatGPT, Claude, Perplexity, etc)
Portfolio	Data Visualization Design Work
Featured	Visa Product Design System: Charts

EXPERIENCE

Visa Inc. Foster City, CA, USA

Data Experience Design Engineer Jun 2022–Jan 2025

- **Design System:** Redesigned 40+ publicly available [Visa Chart Components](#)(VCC) and supporting guidelines, transforming them into the cohesive, branded [Visa Product Design System](#) to improve visual consistency, accessibility, and reduce design-to-development handoff time by 50%.
- **Product Design:** Designed 4+ executive-level dashboards by collaborating cross-functionally to define key business questions & develop analytical flows, leveraging the [Data Experience Critique Framework](#) to guide the design process.
 - Created high-fidelity, accessible dashboard designs using VCC to extract key insights, inform stakeholder decisions, and drive actionable business outcomes. [See [example project](#) on Small Business Insights]
- **Design Support:** Developed training resources for 60+ designers and analysts on data visualization best practices using Figma DX libraries, VCC and Tableau Starter Kits.
 - Partnered with cross-functional teams to transform raw, data-heavy, presentations & campaigns into 9+ story-driven visual narratives, resulting in a 25% boost in audience engagement.

Friday.app Remote

Data Visualization & UX Designer May 2021–Dec 2021

- Designed and deployed a productivity analytics dashboard within 3 months, integrating 5 interactive D3.js charts in collaboration with data scientists & engineers, that aligned with user engagement goals.
- Strengthened UI cohesion by contributing 20+ marketing graphics and interface elements to the shared design library.

Nataraj & Venkat Architects Chennai, TN, India

Architect — Institutional, Residential, Commercial Building Design Sep 2016–Sep 2019

- Designed functional floor plans based on user needs and space requirements, and created 3D visuals and walkthrough animations to convey spatial experiences through scale, proportion, and visual storytelling.

EDUCATION

Stanford University Online

UI/UX Design for AI products Mar 2025–May 2025

Northeastern University Boston, MA, USA

MS in Information Design and Data Visualization Jul 2020–May 2022

- **Graduate Research Assistant** — Redesigned the Early Black Boston Digital Archive ([EBBDA](#)) website's information architecture & visual system, prototyped the UI/UX, and developed and launched the WordPress site within 3 months.

National Institute of Technology (NIT) Trichy, TN, India

Bachelor of Architecture Aug 2011–Jun 2016