

Yashodhan Deshmukh

Lead Product Designer | Design Leader | SaaS UX Strategy

+91 7385108501 | yashodhan.de@gmail.com | <https://yashodhan.xyz/> | [linkedin.com/in/yashodhand](https://www.linkedin.com/in/yashodhand)

Professional Summary

Design leader with 15+ years of experience building high-performing design teams, shipping category-defining products, and driving measurable business outcomes across fintech, SaaS, and AI. Hired and scaled design teams from scratch (5–8 designers), built design systems and organizations from 0 to 1, and consistently operated at the intersection of design craft, product strategy, and executive leadership. Known for transforming complex systems into elegant experiences and turning design orgs into strategic business drivers.

Core Competencies

Leadership: Design Org Building, Team Hiring & Scaling, Mentoring & Coaching, C-Suite Communication, Design Vision & Roadmap

Design: End-to-End UX, Interaction Design, Information Architecture, Design Systems (0–1), Prototyping & Usability Testing

Strategy: Product Strategy, Data-Driven Design, Revenue Impact, Cross-functional Influence, Stakeholder Management

Tools: Figma, Sketch, Adobe Creative Suite, HTML, CSS, JavaScript, Google Analytics, Google Search Console

Professional Experience

Founder & Lead Product Designer

Order.law: Oct 2024 - Present

- Founded and led product design for an AI-powered legal research platform owning product vision, UX strategy, design system, and front-end development end-to-end in a two-person founding team.
- Drove organic growth through SEO-led product strategy, generating 1.13M search impressions, 24.6K clicks, and 28K users; converted 3 law firms into 25+ paid subscribers.

Lead Product Designer

Zeni.AI: Jun 2022 - Aug 2024

- Built and led a design team of 8 from the ground up, personally hiring most designers, defining team structure, and establishing design rituals, critique culture, and career growth frameworks.
- Redesigned the client onboarding flow from a 65-day manual process to a 20-minute self-serve experience, enabling same-day billing from day one and eliminating weeks of pre-revenue free work across all clients.
- Designed a transaction reconciliation engine that saved clients 110+ hours in its first month of rollout, directly translating saved time into measurable revenue recovery for the business.
- Built the company's design system from 0 to 1; presented design vision and product strategy directly to founders and C-suite, positioning design as a core driver of business decisions.

Lead Product Designer

Bajaj Finserv: Jan 2021 - May 2022

- Hired and led a design team of 5+ designers; defined design processes, quality standards, and UX frameworks adopted across 5+ digital lending product lines.
- Conducted a comprehensive UX audit of rural lending journeys, identifying and resolving 200+ bugs across all edge cases, resulting in a double-digit percentage increase in rural personal loan distribution.
- Presented design strategy and product vision in C-suite product strategy sessions, directly influencing roadmap decisions across consumer durables, rural term loans, gold loans, and B2B/B2C platforms.
- Championed innovation initiatives exploring AI, AR, and blockchain capabilities and recognized with the Heroes Award for building product capabilities across multiple digital assets.

Senior UX Designer

Globant: Jan 2018 - May 2021

- Progressed from Senior UX Designer to owning end-to-end design delivery for large-scale enterprise projects, acting as design lead and client-facing design authority for global clients.
- Facilitated design workshops, story mapping, and stakeholder alignment sessions; developed IA, user flows, wireframes, and prototypes across complex enterprise product workstreams.
- Awarded 'Excellence in Work' for independently delivering two large-scale enterprise projects simultaneously, demonstrating leadership, ownership, and delivery under pressure.

Senior Associate Designer

Synechron: Aug 2012 - Oct 2017

- Grew from individual contributor to owning full product design workstreams, independently leading research, IA, wireframing, prototyping, and design documentation end-to-end for financial and enterprise clients.
- Awarded the Spot Award for five consecutive years, recognizing consistent excellence, initiative, and growing ownership across UX design and product delivery.

Web Designer & Faculty

EDIT Institute: Jun 2011 - Jul 2012

- Designed and delivered client websites end-to-end while simultaneously teaching web design fundamentals to students. Balanced dual responsibilities of client delivery and classroom instruction in a hands-on studio-education environment.

Web Designer

Elves Technology, Anant Solutions: May 2010 - Jun 2011

- Built foundational design skills across visual design, wireframing, and client-facing delivery in fast-paced boutique studio environments. Progressed quickly from junior to independent contributor, developing hands-on experience across print, web, and early digital product design before transitioning into enterprise-scale organisations.

Education

Master of Arts

University of Pune 2019 - 2021

Bachelor of Arts

University of Pune 2013 - 2017

Diploma in Web Design

EDIT Institute 2009 - 2010

Awards and Recognition

Heroes Award

Bajaj Finserv: Recognised for product capability building and innovation leadership across digital assets

Excellence in Work

Globant: Delivered two large-scale enterprise projects within the same month

Spot Award (5 Consecutive Years)

Synechron Technologies: Consistent excellence in UX design and product delivery