

yashodhan d.

product designer

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Practicing design for 14 + years, building products in various domains. Problem-solving with a storytelling approach to provide a better user experience. A design system advocate.

achievements.

Heroes - Bajaj Finserv

For building product capabilities across various digital assets

Excellence in work - Globant

For winning two major project in the same month

Spot Award - Synechron Technologies

Fow winning spot award for **five consecutive years**

experience.

Lead Product Designer - Zeni AI

Jun 2022 - Aug 2024

Product owner for core accounting and transactions and automation modules, successfully delivered various features to create an impact on the product.

Identifying opportunities in the accounting workflow that can be automated and building features around it.

DesignOps, building the product's design team and the marketing team. Created workflows so that the product, design, engineering, and FinOps teams could work seamlessly together to build user-friendly products.

Lead Product Designer - Bajaj Finserv

Jan 2021 - May 2022

Design and content owner for consumer durables, rural term loan, gold loan, B2B as well as B2E platforms for rural business.

Managing multiple stakeholders right from the product, business, operations legal, compliance marketing to ensure timely and bug-free product delivery.

Practicing data-driven design along with my team of six designers and two content writers

Funnel Management for the e-commerce platform, conducting A/B testing

Building modular offline to online and online to offline journeys for the professional loans business

DesignOps, building design team for the rural business, hiring new designers and content writers. Creating works flows so that the design and content team can interact with all the stakeholders to get feedback.

Building and managing design system taking the ownership of the migrations of design tools Sketch to Figma and XD to Figma without impacting the product delivery

Conducting design review, planning with the performance marketing team to create small refinements in the digital assets

Sr. User Experience Designer - Globant

Jan 2018 - Jan 2021

Analyze & seek the reasons behind behavior and the wants, needs, and priorities of end-users through user research.

Conduct user research and stakeholder interviews.

Conduct end-user interviews, analyze surveys, observe prospects or current users, and review existing literature, data & analytics.

Conduct story mapping activities for gathering product requirements.

Develop information architecture by producing workflow diagrams, user scenarios, flowcharts, and storyboards

Plan, execute and analyze usability tests for proposed designs and make recommendations for design updates/changes based on feedback.

Sr. Associate Design - Synechron Technologies

Aug 2012 - Oct 2017

Part of the innovation team where we build new products over new technologies such as AR, AI, Cryptocurrency, Blockchain, etc.

Owned the design process for all projects including design planning, execution, reviews, and user testing.

Frequently partnered with stakeholders from business and partner technology to assess risks and gauge the impact of design solutions.

Product Designer & Sr. Faculty - EDIT

Jun 11 - Jul 12

Work closely with clients to define product business requirements and produce comprehensive, detailed development documentation including functional requirements, site maps, process flows, page schematics

Gather requirements and created information architect deliverables including user task analyses, strategy briefs, site maps, process flows, wireframes/page schematics, and HTML click-throughs. Web Design & Development Coach.

Web Designer - Anant Solutions

Dec 10 - Jun 11

Contributed to product growth, participated in the product thinking sessions.

Facilitated design reviews with designers and other stakeholders (product, engineering, design leadership, business) from the org.

Web Designer - Elves Technology

May 10 - Dec 10

Got requirements from the clients and translate them into technical specifications, conducting research and build the products with the team.

education.

Master of Arts - University of Pune

Aug 2019- Mar 2021

Bachelors of Arts - University of Pune

Aug 2013- Mar 2017

Diploma in Web Design - Edit Institute

Jun 2009- Mar 2010

skills.

UX Desing

Ideation

Interaction Design

Wireframing

HTML

CSS

JavaScript

Figma

Sketch

Adobe CC

InVision