

Yashvardhan Deoda

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PRODUCT DESIGNER

Over the years, I've worked across B2B, B2C, and D2C spaces getting my hands dirty with everything from SaaS dashboards to fintech flows. I've designed for both in-house teams and client projects, picking up solid project management and people skills along the way. Having a chance to collaborate with some great folks at Godrej, DTDC, Elivaas, and a bunch more always chasing that sweet spot between useful and delightful.

KEY COMPETENCIES

Design System	Scrum Framework	Agile Methodology
Feature Development	Enterprise Design Thinking	Usability Testing
Web Accessibility	Business Alignment	Figma
Stakeholder Management	Systems Thinking	No Code Tools
Storyboarding	Design Prioritization	Adobe Suite

PROFESSIONAL EXPERIENCE

Binaryveda

May 2022 - Present

Product Designer

- Redesigned **DTDC**'s agent web and mobile apps to simplify domestic and international bookings. The new experience led to faster booking times and a clear uptick in successful transactions.
- Led the designs for **Godrej's** B2B and B2C application for smart locking system. Collaborated with both the product team and the development team. Streamlined the handoff process as well as the prod development process for all the teams involved.
- Leading the designs for the B2B email marketing web-app **Conversify**.
- Assisted with the designs for the **WAYA** project (stock suggestion application for the new generation). Was critically acclaimed by the industry experts and now has over 1M+ mobile app downloads.

LAAIL (Freelance)

May 2021 - Dec 2022

Product Owner

- Was the lead owner for the app. It is a money lending app that works on the blockchain network.
- Was part of the project from the initial ideation stage. Helped the team from creating the investors pitch to the designing and development of the entire app.
- Worked closely with the founder and the engineering team to brainstorm across different interdisciplinary challenges faced at the growth stage.

COGOPORT

Aug 2021 - May 2022

Product Designer

- Was responsible for creating and designing the SAAS product for the company. Post launch, it had a big role in propelling the company to the unicorn status.
- Worked on multiple **Fin-tech** applications like **Pay-Later** and Easy Money.
- Did extensive research on **RBAC** (role based access methods) for the in-house team. Learning a lot about the functioning of a startup and how different teams function and co-exist together.
- Worked on both in-house projects as well as consumer facing projects. Learned how to tackle and adapt to the different requirements of the project.

Leaf Design

Jun 2021 - Jul 2021

Experience Designer

- Had the opportunity to work with established designers and learn and unlearn a lot of new things.
- Worked on different fin-tech projects for customers such as **Waterfield** and **Avendus**.
- Did the brand study and created the brand guidelines for Avendus. It was later used in the entire company wide rebranding.
- Collaborated with the visual team to design the magazine covers for **Money Today**. A bi-weekly wealth management magazine.

WIPRO Lighting (Final Year Capstone Project)

Dec 2020 - May 2021

Product Designer

- The main goal was to create lighting solutions with OLED panels that could illuminate an average area of 100,000 sq. feet by using as minimal as possible lighting panels.
- Worked with a team of engineers and designers to come up with the solution.
- Was successfully able to achieve the desired solution as well as be able to propose a way of lighting that would decrease the energy intake by a 21.6%.

Titan Watches (Internship)

Sep 2019 - Nov 2019

Product Designer

- Was selected to work with the watch brand from my batch. Worked on the CMF for their new line of smartwatches.
- Worked on a new way of interaction for the HMI course. Developed and designed a non-intrusive way of communicating and using a watch.

EDUCATION & CERTIFICATIONS

Bachelor of Design (B.des)

Majors: Product Design

MITID, 2017 - 2021

Certified Web Specialist (CWP)

Wix, 2023

Enterprise Design Thinking Practitioner

IBM, 2023

Design for Accessibility

(WCAG 2.2, ADA, Section 508)

Udemy, 2023

EXTRACURRICULAR ACTIVITIES

Team Capitan, University Table Tennis Team
2020

Silver Medalist, State Rowing Championship
2020

Runners Up, DigiEdu Hack 2020
Aalto University, 2020

Finalist , Nexhack 2020
Movetia- Austausch und Mobilitat, 2020

TEDx Volunteer, MITID
2017 - 2019