

SHWETA YADAV

PRODUCT DESIGNER | ARCHITECT

As a Product Designer with expertise in SaaS, EdTech, and E-Commerce, I specialize in transforming conceptual ideas into impactful interfaces. My strength lies in crafting 0 to 1 products with meticulous attention to detail, always aligning with business requirements.

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SKILLS

Design thinking, User Research, Usability Testing, Prototyping, Responsive Designing, User-Centred Design, Interaction Design, Cross-Functional Collaboration, Wireframing

TOOLS

Figma, Adobe Illustrator, Adobe Photoshop, Miro, 3D-Spline, Adobe XD, Hotjar, Framer

EDUCATION

Bachelor's in Architecture (BArch)

University School of Architecture and Planning, Delhi
2016 - 2021

EXPERIENCE

2023
Jan

UI/UX Designer

Antino Labs | Goldenflicht (January 2023 - Present)

Service SaaS Platform (Jan 2024 - Feb)

- Focused on designing a SaaS platform for dairy farm owners to manage inventory, products, and customers.
- Conducted in-depth competitor research to understand market needs and existing user problems.
- Actively involved in designing the complete SaaS product, including a delivery and customer app for dairy farm owners.
- Worked towards achieving business goals to develop the product from the ground up.

Enterprise SaaS Platform (Jan 2024 - April 2024)

- Optimised a manual working process of steel slab manufacturing to a completely automated digital product .
- Conducted thorough user and process manufacturing research to closely monitor the inherit user flows in an industry setup .
- Actively involved in design decisions about dashboards, configuration layouts and automation flows.
- Worked on complex prototyping using variables to enhance the product quality/2 at the design step itself.

EdTech Platform (Nov 2023 - Jan 2024)

- Designed an EdTech platform catering to both freshers and corporate professionals, facilitating upskilling and streamlined job applications.
- Implemented gamification principles to boost user retention.
- Conducted user surveys and competitive analysis to guide product enhancements.
- Enhanced the design techniques to market online courses effectively and enhance product appeal.
- Assessed designs on the basis of user feedbacks and analytics

Activewear E-Commerce (Aug 2024 - Oct 2024)

- Dedicated to optimizing an activewear e-commerce platform, ensuring a user-friendly shopping experience for activewear apparel enthusiasts.
- Conducted thorough competitor product research and closely monitored website performance, leveraging Hotjar to generate heatmaps for valuable optimization insights.
- Actively involved in developing wireframes and refining user flows for the website.

Healthcare E-Commerce (April - July)

- Crafted visually appealing interface of a healthcare e-commerce platform, empowering end users to effortlessly schedule doctor's appointments, access lab test services, and purchase essential medical equipment.
- Collaborated on the creation of an intuitive admin panel, enabling users to efficiently manage pending, rescheduled, and confirmed orders.
- Prototyped the responsive screens to understand the end to end flows for the users
- Conducted comprehensive competitive analysis, user research, and crafted user-centric interface designs to enhance the platform's usability and user experience

● Saas Product (January- April)

- Designed a Saas product for steel manufacturing enterprises to manage and regulate their production on a daily, monthly, and weekly basis.
- Collaborated with product managers and developers to understand user needs and develop design solutions that meet business goals.
- Created detailed wireframes, prototypes, and design specifications using industry-standard design tools such as Figma.