

ANIL KUMAR YADAV

Senior Product Designer

+91-887-139-5673 • yadav088anil@gmail.com • Bangalore, India

LinkedIn: <https://www.linkedin.com/in/anil-k-yadav/> • Portfolio: portfolio-anil-designs-framer-website/

PROFESSIONAL SUMMARY

Senior Product Designer with **7+ years of** experience leading UX strategy, design systems, and end-to-end product design for **enterprise B2B SaaS platforms** and **B2C products**. Proven expertise in AI-assisted UX design, rapid prototyping, user research, and complex workflows in agile and SAFe environments. Built Figma design systems adopted across 3+ product lines, improving UI consistency, accessibility compliance, and developer handover efficiency to accelerate product delivery.

CORE COMPETENCIES

- UX/UI Design & Strategy
- User Research & Usability Testing
- Interaction Design & Micro-interactions
- Design Systems & Component Libraries
- Figma (Advanced) / Adobe XD
- Wireframing & High-Fidelity Prototyping
- Agile / SAFe / Sprint-based Design
- User Journey Mapping & Persona Creation
- Information Architecture
- WCAG Accessibility Compliance
- Design-to-Dev Handoff & QA
- Stakeholder Management & Design Workshops

PROFESSIONAL EXPERIENCE

Senior Analyst - Experience Designer | DBiz.ai Solutions Nov 2023 - Dec 2025 • Bangalore, India

Led experience design across multiple concurrent enterprise products within a cross-functional team, including a Product Manager, Tech Lead, Developers, Researcher, and Associate Designers. Actively mentored associate designers on execution standards and delivery.

- Redesigned MyCar Portal and Shipping Port Logistics workflows, reducing operational task completion time by streamlining multi-step workflows into single-screen flows and cutting **task completion steps** from **7 to 4**.
- Built and enforced a **scalable design system** with reusable component libraries (Auto Layout, Variables, Tokens) in Figma, cutting design inconsistencies across 3+ product lines.
- Facilitated **design thinking** workshops with cross-functional stakeholders, aligning product teams on user needs and technical feasibility - reducing design revision cycles from 4 rounds to 2.
- Conducted moderated and unmoderated **usability testing** sessions across enterprise products, translated qualitative and quantitative insights into iterative UX fixes that raised task success rates from ~65% to ~85%.
- Delivered pixel-perfect, high-fidelity Figma prototypes with interactive micro-interactions, ensuring cohesive branding across web and mobile platforms.
- Partnered with engineering teams during **design-to-dev handoff**, reviewing implementation against design specs and maintaining less than 5% deviation in final release.
- Mentored 2 Associate Designers, conducting bi-weekly design reviews and establishing documentation standards that accelerated onboarding and project delivery.

Freelance Team Lead | E-commerce platform of dealer Sep 2023 - Oct 2023 • Gwalior, India

Led a 2-person team and owned the full UX lifecycle for the E-commerce platform, handling task allocation and design reviews while aligning execution with business goals and user pain points.

- Designed and launched a cosmetics E-commerce platform (**discovery to checkout**) in 6 weeks, replacing manual whatsapp orders; post launch the conversion rate hit 4.2%, onboarding 50+ customers in month one.
- Built a mobile-first visual interface with trust-building elements (reviews, ratings) to support a conversion-focused launch.
- Built an admin dashboard (order queue, inventory sync, bulk actions) that cut dealer order-processing time from 45 min to 10 min, enabling same-day fulfillment for 80% of orders and reducing customer complaints by 60% in month two.
- Managed a 2-person delivery team (dev handoff, QA support) through launch, delivering the MVP in 6-7 weeks.

Lead UI/UX Designer | Johnson Controls India Pvt. Ltd. Oct 2022 - Aug 2023 • Bangalore, India

Drove the end-to-end UX lifecycle for the Oasis MVP, from discovery and user flows to developer handoff. Collaborated closely with product managers, engineers, and stakeholders to deliver scalable, user-centered solutions.

- Owned the **end-to-end UX strategy** of **Oasis Fire Suppression System** - from discovery to high-fidelity delivery, including personas, user journey maps, user flows, information architecture, wireframes, and interactive prototypes.
- Identified paper-based data entry as the top friction point (4/5 users flagged it), designed an automated CSV upload + data-fetch solution that cut entry time from 3 days to 1 hour and reduced input errors by 85%, accelerating project bid turnaround by 50%.
- Conducted 4 moderated **usability tests** with 5 site contractors and 2 installation engineers for the Oasis platform, synthesized findings into design iterations that improved user satisfaction score from 50% to 80% and reduced critical-task failure rate by 60%.
- Maintained visual consistency and brand cohesion across all UI deliverables, establishing UI standards and component patterns adopted by the wider product team.
- Collaborated with cross-functional teams (product, engineering, QA) to gather requirements, define design goals, and align deliverables with business objectives.

Lead UI/UX Designer | Critical Facility Digital Pvt. Ltd. Jul 2021 - Oct 2022 • India

Managed a team of 3 designers and collaborated with a cross-functional team - Product Manager, Tech Lead, Developers, QA, Hardware Engineer - overseeing task planning, deliverable quality, and team operations while leading UX strategy for the Condominium EcoSys Society Platform.

- Led **UX strategy** for the Society Management Platform through direct collaboration with clients and stakeholders, shaping product vision from discovery to delivery.
- Delivered end-to-end, pixel-perfect UI designs across web, mobile (iOS/Android), and tablet platforms - covering 12+ major user flows within the residential society ecosystem.
- Designed a scalable, multi-platform **design system** (components, typography, colors, and spacing) adopted across all product surfaces, cutting design-to-dev handoff time by ~30%.
- Converted user research into personas, journey maps, and wireframes, aligning 6+ stakeholders on product direction.
- Presented **design concepts** and **POCs** to clients, driving alignment and accelerating stakeholder approval to reduce the feedback and revision cycles from 4 rounds to 2.
- Ensured quality implementation through detailed **design handoff documentation** and ongoing collaboration with engineering throughout the development lifecycle.

Associate UI/UX Designer | Incture Technologies Pvt. Ltd. Nov 2018 - Jul 2021 • India

Contributed to large-scale enterprise product design across HRMS, Proof of Delivery (POD), and internal design system development.

- Designed Cherrywork **Proof of Delivery** (POD), a B2B SaaS logistics product, driving delivery operations to 100% paperless across 200+ active drivers, reducing delivery-cycle inefficiency by ~30%, and saving an estimated \$8K per quarter in operations costs.
- Delivered HRMS, CRM, Hajj Pilgrim, Car Servicing, and WMS products across web, mobile, kiosk, and tablet form factors for enterprise B2B and B2C clients as part of a 4-person design team.
- Built 35+ reusable components and interaction patterns for the **Rachana Design System** in Adobe XD; adoption across 4 product lines cut design to dev handoff time by 25% and reduced UI defect tickets by 20%.
- Designed proof-of-concepts for the pre-sales team, supporting new client acquisition pitches.
- Ensured cohesive branding and optimal usability across multi-platform digital products, working closely with developers to validate UI implementation.

Graduate Engineer | Sun Pharmaceutical Industries Ltd. Jun 2014 - Jun 2015 • India

Supported the maintenance and optimization of pharmaceutical manufacturing operations by managing plant layout documentation, coordinating process line modifications, and ensuring the reliable operation of critical production systems. Collaborated with cross-functional engineering teams to maintain compliance, minimize downtime, and improve operational efficiency.

- Maintained and updated plant layout drawings to reflect equipment installations, control panels, process modifications, and infrastructure changes.
- Coordinated chemical process line modifications, ensuring the accurate placement and integration of pressure gauges, sensors, valves, pipelines, and other process equipment.
- Monitored the performance of manufacturing equipment (alerts and errors) during plant operations to ensure safe, efficient, and uninterrupted production.
- Oversaw utility systems including air, water, and steam distribution, ensuring consistent circulation and operational reliability.
- Worked closely with production, maintenance, and engineering teams to troubleshoot equipment issues and support preventive maintenance activities.

EDUCATION

- **M.Des - Master of Design** 2016 - 2018
Indian Institute of Information and Technology (IIIT), Jabalpur
- **B.E. - Bachelor of Engineering (Mechanical Engineering)** 2010 - 2014
Madhav Institute of Technology and Science, Gwalior

CERTIFICATIONS

SAFe 5 Practitioner - Scaled Agile, Inc.

Proficient in Lean-Agile principles, Continuous Delivery Pipeline, PI Planning, and organizational agility practices within large-scale Agile environments.

TECHNICAL SKILLS & TOOLS

Design Tools: Figma (Advanced: Auto Layout, Variables, Tokens, Interactive Components, Design Systems) · Adobe XD · Sketch · ProtoPie · Framer

UX Methods: User Research · Usability Testing · A/B Testing · Card Sorting · Journey Mapping · Persona Creation · Heuristic Evaluation · Behavioural Analysis

Design Disciplines: UX/UI Design · Visual Design · Interaction Design · Information Architecture · Responsive Design · Micro-interactions · WCAG Accessibility · Typography · Design Hierarchy

Design Systems: End-to-End Design System Creation · Component Library Architecture · Cross-Platform Consistency (Web, Mobile, Tablet, Kiosk)

Collaboration & PM Tools: Jira · Confluence · Miro · FigJam · Zeplin · Teams

AI & Emerging Tools: Claude AI · ChatGPT · Midjourney · Gemini AI · Figma Make AI · Zite · Google Stitch · Ready AI

Process & Methodologies: Agile · SAFe · Design Thinking · Sprint-Based Design · Cross-Functional Collaboration · Stakeholder Management