

YASH KHARE

UX/UI Designer • Product Design • UX Strategy • Problem Solver

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SUMMARY

Creative UX/UI Designer with **6 years** of experience transforming complex problems into engaging digital experiences using design-thinking methodologies. Adept at leveraging user-centered design principles to produce high-quality user interfaces that create an intuitive and effective user experience. Passionate about turning users' needs into impactful designs through iterative testing and feedback, resulting in optimal UX solutions that are aesthetically pleasing and functional. I'm committed to employing innovative approaches to enhance user satisfaction and achieving measurable business goals, designing **products that deliver an AI-driven solution.**

HOW I WORK



Research & Discovery

Increased session time on study pages by 15% with UX improvements.



Collaboration & Impact

Streamlined campaign creation, reducing necessary time spent by 40%.



Tools I Enjoy Using

Reduced mapping errors by 35% through a new data mapping dashboard.



My Strengths

Achieved a 20% higher satisfaction level with enhanced digital payment app design.

EXPERIENCE



Sr. Product Designer

Supersourcing Technologies (Client: Stage)

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- **Growth:** Mid-session drop-off flagged across UX needs; audited player and identified portrait/landscape inconsistencies + 3 missing speed options → findings driving active player redesign. Users were dropping off after short sessions. Ran usability tests GA analysis Redesigned navigation and learning interactions → ↑14% user growth, ↑25% engagement time.
- **Acquisition:** 72.8% of D0 trial users never returned; designed 3 intervention moments (player exit, home page, paywall) using forward pull and loss aversion → recovery flow targeting pre-cancellation window.



UX/UI Designer

TransOrg Analytics

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- **EdTech Product:** Users were dropping off after short sessions. Ran usability tests GA analysis Redesigned navigation and learning interactions → ↑25% user growth, ↑45% engagement time.
- **Hospitality Campaign Tool 7th largest hospitality brand, NDA:** Campaign creation process was lengthy. Streamlined user flow and built quick prototypes for validation. Reduced campaign creation time by 40%, cutting campaign analysis time by 20%.
- **Data Mapping Tool UK Bank, NDA:** PMs wanted automation, SMEs wanted compliance control. Designed a hybrid workflow using Agentic experience design principles, keeping humans in the loop for final decision-making through manual overrides Balanced both needs and gained stakeholder alignment.
- **TIQ Transorg IQ:** The in-house Agentic AI platform for CXOs, CFOs, and data teams B2B Clash between PMs (minimal UI and data scientists (advanced filters). Designed progressive disclosure Clean UI with advanced options for power users.
- **150 designs delivered with a focus on user experience;** recognized for work on 3 major campaigns leading to 1 million app downloads and improved usability.



UI/UX Designer

SN Digitech

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Promotion: Joined as **UI/UX Designer May 2023** and promoted to **Sr. UI/UX Designer Jan 2024** in recognition of performance and ownership across fintech projects.

- **Digital Payment & Fintech MVP E- Bhuktan):** Many first-time users struggled with payments. Conducted field interviews (15 - 20 users) and usability tests Designed step-by-step payment flows, regional language support, and error-proof design → ↑15% adoption, ↑20% satisfaction.
- **Scale:** 2K - 4K monthly users, ₹25 - 30 lakh annual transaction value. Optimized for low-end devices, smaller screens, and slow networks Improved accessibility and trust among low-digital-literacy users.
- **Transport Management Software:** Workflows were confusing. Simplified IA and introduced personas Reduced revision cycles by 30%.
- Built and led a 3-member design team; also acted as part-time Product Manager for fintech and TMS apps.

EXPERIENCE



Engineer

Toshiba Water Solutions

10/2020 01/2023 Gurugram

- Worked with **ONGC ETP plant, Gujarat** and **DJB Akshardham STP CWG plant**.
- Managed operations with a 25-member team; improved efficiency by 12% through process optimization.
- Skills gained: systems thinking, process optimization, and team leadership—all transferable to UX problem-solving.



UI/UX Design Intern

Master-O

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- **Industrial Design Internship:** Assisted in designing user-centric interfaces for retail applications, improving functionality and user experience. Enhanced navigation features for the application leading to higher retention rates.
- **Interactive Portal Design:** Contributed to the development of engaging application designs that catered to user needs, leading to 15% more effective client interactions.

INTERESTS

Exploring how AI and data are shaping new UX patterns.

Participating in UX community workshops to stay updated on industry trends.

Designing side projects and case studies to experiment with new interaction concepts.

A passion for storytelling and behavioral psychology in product design.

Curiosity for consumer apps, fintech, and edtech products that enhance daily life.

SKILLS

LMS User Research Journey Mapping Wireframing Prototyping Miro Interaction Design

Information Architecture Usability Testing Accessibility UX Strategy Design Systems A/B Testing

\Agile Collaboration Stakeholder Management Figma Framer FigJam MS Clarity

CERTIFICATIONS & TRAINING

Simple Ways to Conduct UX Audits Udemy 2024 UI/UX Design Basics Designers Academy

Foundations of UX Design Coursera Design Dialogue Workshop Delhi 2025

EDUCATION



B.Tech

Maharshi Dayanand University, Rohtak

08/2014 06/2018 Haryana

- Foundations in systems thinking and problem solving



Diploma (Mechanical Engineering)

Mahatma Gandhi University

08/2013 06/2014 Uttar Pradesh

MY PHILOSOPHY

Design is the bridge between function and user experience, allowing technology to transcend mere utility - **Empathy is key in creating impactful design, where insights transform challenges into solutions**, driving **user-centric design that enhances user experiences**. In today's world, leveraging **strategic thinking through user journeys** will be essential for creating high-quality digital products that resonate with users, fostering lasting engagement in an increasingly dispersed society.