

Yashvardhan Deoda

PRODUCT DESIGNER

+91-9518352299

deodayashvardhan@gmail.com

Mumbai, India

Product Designer with 5+ years of experience building B2B and consumer products across fintech, SaaS, logistics, and connected devices. I've worked on everything from early-stage products to redesigning complex workflows used in day-to-day operations. I enjoy getting into the details of a problem, understanding where users struggle, and working with product and engineering teams to make things simpler and more useful. Comfortable taking a problem from early discovery through design and implementation.

KEY COMPETENCIES

End-to-End Product Design	Design Systems & UI Components	AI-Assisted Design Workflows
Problem Framing & Strategy	Complex Workflow & Enterprise UX	Rapid Prototyping & Iteration
User Research & Synthesis	Data-Informed Design & Metrics	Stakeholder & Design Leadership
Interaction & UI Design	Usability & Concept Testing	Accessibility & Inclusive Design
Information Architecture	PM & Engineering Collaboration	Figma, Framer, Cursor & v0

PROFESSIONAL EXPERIENCE

May 2022 - Present

Lead Product Designer

Binaryveda Product Studio based in Mumbai

- Redesigned DTDC's agent web and mobile apps to simplify domestic and international bookings. The new experience led to 24% faster booking times and a 1.2x uptick in successful transactions.
- Godrej Locking Systems — Led design for their B2B and B2C smart lock platform. Embedded with product and engineering to tighten the PRD and handoff process across all three teams.
- Keus Home Automation — Designed the agent app for onboarding and configuring 142+ appliances across large multi-zone properties. Made something genuinely complex feel manageable in the field.
- Elivaas — Full UI/UX refresh across web and mobile browser.
- Conversify — Leading design for a B2B email marketing web app.
- WAYA — Contributed to a stock discovery app for younger investors. Crossed 1M+ downloads.

May 2021 - Dec 2022

Lead Product Designer

LAAIL Moneylending Mobile App

- 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.

Aug 2021 - May 2022

Product Designer

Cogoport Shipping & Logistics Provider

- SaaS Product — Designed the core product from the ground up. Played a part in the company's journey to unicorn status post-launch.
- Fintech — Worked across multiple fintech apps including Pay-Later and Easy Money.
- RBAC Research — Led internal research on role-based access control, with the findings feeding directly into the in-house team's workflow.
- In-house & Consumer Projects — Worked across both sides — internal tools and consumer-facing products — adapting to the different demands each brings.

Jun 2020 - Jul 2021

Experience Designer

Leaf Design Moneylending Mobile App

- 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.

Dec 2020 - May 2021

Industrial Designer

WIPRO Lighting Lighting Solutions

- OLED Lighting Research — Developed an OLED panel lighting solution for ~100,000 sq. ft. spaces alongside engineers and designers. Hit the coverage target with a configuration that reduced energy consumption by 21.6%.

EDUCATION & CERTIFICATIONS

Bachelor of Design (B.des)

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