

Siddharth Yadav

9967099952 | siddharthyadev@gmail.com | Bengaluru, Karnataka

Summary

Product designer with a background in Graphic Design. Worked in Gaming, E-commerce and Engagement.

Experience

Backstage | Bengaluru, Karnataka

Lead Designer | 01/2022 - 04/2022

Worked on improving the the growth funnel and gamification.

MPL (Mobile Premier League) | Bengaluru

Senior Product Designer | 08/2020 - 09/2021

Worked on Game streaming vertical, researched and conceived how a streaming should be built for MPL tournaments, worked on stream surfacing and player experience.

Supershare | Bengaluru

Design Consultant | 05/2019 - 08/2020

Helped in designing the mobile experience.

Zynga | Bengaluru

Experience Designer | 10/2018 - 04/2019

Worked on Farmville game, launched seasonal expansions and contributed on new features.

Lenskart | Bengaluru

UX Lead | 09/2016 - 09/2018

Redesigned "BOGO" which led to higher revenue, Re-designed the "Try at home" Service. Launched contact lens subscription service.

Runnr (Acquired by Zomato) | Bengaluru

UX Lead | 08/2015 - 08/2016

Conceived the order tracking and delivery dashboard.

Skills

Journey mapping, Wireframing, Prototyping, User interviews

Education

Amity University | Lucknow, Uttar Pradesh

Bachelor of Fine Arts | 06/2009

Portfolio and Personal Blog

<https://kaput-pirate-102.notion.site/Siddharth-Yadav-e10b6e4cd51a42d789380e9b2709b0ac>

<https://siddharth.app>