

Yashvardhan Deoda

PRODUCT DESIGNER

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PROFILE

Product Designer with 5+ years of experience across B2B and consumer products in logistics, fintech, SaaS and connected devices. Experienced in simplifying operational workflows, shaping products from early concept through launch, and working closely with product and engineering teams. Focused on understanding where people get stuck and designing solutions that work in real use, not just in a prototype.

AREAS OF STRENGTH

Product design: Problem framing, workflow design, information architecture, interaction design

Research & validation: User interviews, usability testing, accessibility, research synthesis

Delivery & collaboration: Product and engineering collaboration, design handoff, stakeholder reviews

Tools: Figma, FigJam, Framer, Adobe Creative Suite, AI-assisted workflows

PROFESSIONAL EXPERIENCE

Binaryveda

May 2022 – Oct 2026

Head of Design / Product Designer

Product Studio · Mumbai

Worked across client products, from understanding requirements and mapping workflows to design delivery with product and engineering teams.

- **DTDC | Logistics:** Redesigned the agent web and mobile booking experience for domestic and international shipments. The new experience was associated with 24% faster booking times and 1.2x more successful transactions.
- **Godrej Locking Systems | Connected devices:** Led design for B2B and B2C smart-lock products and worked with product and engineering teams to improve PRDs and handoffs across three teams.
- **Keus Home Automation | Home technology:** Designed an agent app for onboarding and configuring 142+ appliances across multi-zone properties.
- **Elivaas | Hospitality:** Refreshed the website and mobile-browser experience for a luxury villa rental platform.
- **Conversify | B2B SaaS:** Led design for an email marketing web application.
- **WAYA | Fintech:** Contributed to a stock discovery app for younger investors that crossed 1M+ downloads.

Cogoport

Aug 2021 – May 2022

Product Designer

Shipping & Logistics

- Designed a SaaS product from the ground up, contributing to the product from early development through post-launch.
- Worked on fintech products including Pay-Later and Easy Money.
- Led internal research into role-based access control (RBAC), with findings informing the team's workflow.
- Contributed to internal tools and consumer-facing products for different user needs.

LAAIL

May 2021 – Dec 2022

Lead Product Designer · Project engagement

Moneylending mobile app

- Joined at the idea stage and contributed from the investor pitch through app design and development.

Leaf Design

Jun 2020 – Jul 2021

Experience Designer

Design studio

- Worked on fintech projects for clients including Waterfield and Avendus.
- Developed brand guidelines for Avendus that were later used in the company's wider rebrand.
- Collaborated on magazine covers for Money Today, a bi-weekly wealth management publication.

Wipro Lighting

Dec 2020 – May 2021

Industrial Designer

Lighting solutions

- Worked with engineers and designers on an OLED lighting solution for approximately 100,000 sq. ft. of space; the final configuration met the coverage target and reduced energy consumption by 21.6%.

EDUCATION

B.Des, Product Design | MIT Institute of Design, Pune | 2017–2021

CERTIFICATIONS

Web Accessibility Specialist (CWP), Wix (2023) · Design for Accessibility (WCAG 2.2), Udemy (2023) · Enterprise Design Thinking Practitioner, IBM (2023)