



Lead UX Designer with 14 years of experience in digital product design.

 yooshan.com

 yooshanec@gmail.com

 9742 61 5678

 linkedin.com/in/yooshan

Experience

Design Advisor

FedEx

Bangalore, India

September 2024 - Present

- Provided strategic guidance and expert critique on product design initiatives to ensure alignment with user needs and business goals.
- Mentored design teams on UX best practices, design thinking, and UI consistency across platforms.
- Conducted design reviews, offering actionable feedback to elevate design quality and usability.
- Collaborated with product, engineering, and leadership to shape user experience strategies.
- Supported hiring efforts by evaluating design candidates and providing interview feedback.

Lead UX Designer

Symphony Talent

Bangalore, India

August 2017 - February 2024

- Created wireframes, prototypes, and interactive mockups for a B2B SaaS HRTech product, including CRM and ATS systems.
- Defined and drove product design vision as part of the core CRM team improving UX, streamlining workflows, and aligning with stakeholders.
- Led design system adoption to ensure consistency and efficiency across the platform.
- Designed AI/ML tools end-to-end, delivering seamless and intuitive user experiences.

Senior UX Designer

Tacme

Dubai, UAE

August 2015 - July 2017

- Designed and prototyped user interfaces for multiple digital products, ensuring a seamless and intuitive user experience.
- Worked closely with development teams to ensure the successful implementation of designs while adhering to project timelines.
- Conducted user interviews, surveys, and heuristic evaluations to gather insights and identify pain points in existing products.
- Led workshops and design sprints to facilitate ideation and collaboration across cross-functional teams.

Production Designer

Amazon

Bangalore, India

January 2015 - August 2015

- Delivered polished, web-ready designs aligned with established style guides.
- Recognised for creating high-end promotional graphics and crafting effective web templates that elevate brand presence and drive engagement.

Creative Designer

GroupM

Bangalore, India

October 2013 - December 2014

- Met clients & account managers to discuss the business objectives and requirements of the job.
- Worked as part of a team with copywriters, photographers, illustrators, other designers, account executives, web developers and marketing specialists.

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Experience

UI Designer

TTK

Bangalore, India

December 2012 - October 2013

- Played a key role in conceptualising site designs and graphic elements for HomeShikari, an in-house property service platform.
- Leveraged creativity and design expertise to develop engaging and user-centric concepts that enhance the platform's visual appeal and usability.

Education

Jaipur National University

Master of Business Administration- IT

Bangalore, India

August 2015 - July 2017

KSO University

Bachelor of Fine Arts - Applied Arts

Mysore, India

May 2009 - June 2012

Aptech

Diploma in Multimedia- Graphic/Web Design and Animation

Kerala, India

April 2006 - March 2009

Certifications

Usability Testing & User Research

LinkedIn Learning

Design Thinking: Understanding the Process

Project Management Institute, Inc.

Generative AI Skills for Creative Content: Opportunities, Issues, and Ethics

LinkedIn Learning

UX Accessibility

Pluralsight

Google AdWords Certification

Google Partners

Skills

Figma

Adobe XD

Sketch

Invision

Photoshop

Illustrator

Miro

Mural

FigJam

HTML

CSS

Javascript

Pendo

Hotjar

AEM