

# YEDU DEV

Lead Product Designer

Bengaluru, India | yedudev@gmail.com | [yedu.dev](http://yedu.dev) | +91 97465 56774

## SUMMARY

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Product Designer with 15+ years across SaaS, enterprise, B2B, B2C, and AI-driven products, with hands-on experience in AI-assisted workflows. Specializes in simplifying complex systems into intuitive, scalable user experiences. Proven track record of leading UX strategy for LLM-based platforms, integrating AI into design workflows, and mentoring cross-functional teams to deliver high-impact, research and data driven solutions.

## CORE COMPETENCIES

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Design Thinking, AI-assisted design, Interaction Design, Visual & UI Design, User Research, Design Systems, Usability Testing, Accessibility, Information Architecture, Wireframing & Prototyping, User-Centered Design, SAFe Agile Methodologies.

## TOOLS

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Figma, Sketch, Figma Make, Claude, ChatGPT, Gemini, Lovable, Framer, Adobe Creative Cloud (Photoshop, Illustrator, XD, InDesign), Miro, Marvel, Zeplin, Balsamiq, Abstract.

## PROFESSIONAL EXPERIENCE

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### ZZAZZ - Product Designer

*February 2025 - Present · Bengaluru, India*

- Drive UX strategy for LLM-based content valuation platforms, aligning user, product, and business goals.
- Simplify complex AI/ML capabilities into intuitive creator-facing experiences.
- Own end-to-end design execution across flows, wireframes, UI, prototypes, and developer handoff.
- Conduct user testing and usability reviews to inform design iterations.
- Mentor a small design team and partner closely with product, engineering, and data teams.

### Verint - Senior UX Designer

*September 2023 - January 2025 · Bengaluru, India*

- Contributed to design for the Workforce Management (WFM) suite, delivering user-friendly interfaces that addressed complex customer requirements.
- Led requirement-gathering sessions with clients, ensuring design solutions aligned with business objectives and user needs.
- Conducted research to identify gaps in the design system and proposed improvements to enhance usability and innovation.
- Delivered wireframes, visual designs, and prototypes across multiple product areas.
- Championed accessibility improvements, ensuring standards compliance and enhancing UX for all users.
- Documented end-to-end design processes and led structured design reviews to align cross-functional stakeholders, gather feedback, and iteratively refine concepts for better usability and business impact.

## **Accenture - Senior UX Designer**

*April 2019 - August 2023 · Bengaluru, India*

- Created user-centric solutions and aligned with design systems and business requirements.
- Conducted UX research, user testing, and workshops to gather insights and address user pain points.
- Created flows, visuals, prototypes, and UI to simplify complex concepts.
- Applied Design Thinking and SAFe Agile practices to streamline processes and improve team collaboration.
- Led design reviews, ensuring quality standards, and worked closely with developers for accurate implementation.
- Managed project timelines and integrated user feedback through testing protocols to enhance design outputs.

## **Salesfon Technologies - UX / Visual Designer**

*April 2017 - March 2019 · Bengaluru, India*

- Planned ideation sessions to prototype features aligned with user and business goals.
- Created visual designs, icons, typography, UI components, and prototypes for web and mobile.
- Contributed to a design system that improved consistency and efficiency across products.
- Conducted usability testing and iterated designs to meet user expectations and usability standards.
- Mentored junior designers and performed competitor analysis to inform design strategy.

## **Waybeo Technology Solutions - UX Designer**

*July 2013 - March 2017 · Thiruvananthapuram, India*

- Conducted user interviews and usability testing to gather insights for design improvements.
- Developed wireframes and prototypes with stakeholders, aligning designs with user needs and business goals.
- Revamped UI based on usability testing data, improving user engagement and task success rates.
- Executed a user research plan identifying key pain points, leading to targeted design improvements.

## **Artzsource Technology Solutions - UI Designer**

*June 2010 - June 2013 · Cochin, India*

- Designed marketing landing pages and applied new branding across applications.
- Created icon sets and UI components, improving application design through iterative user feedback.

## **Waybeo Info Solutions - Web Designer**

*November 2009 - May 2010 · Thiruvananthapuram, India*

- Created web and graphic components for the product Bounzd and client projects.
- Designed web pages and custom screens, converting them into WordPress templates using HTML, CSS, and JavaScript.

## **EDUCATION**

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### **BTech in Mechanical Engineering**

Kerala University

## **LANGUAGES**

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English, Hindi, Malayalam