

Yedu Dev

Senior Product Designer

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Work Experience

FEB 2025 - PRESENT, BENGALURU

ZZAZZ / Senior Product Designer

Led the design team on UX strategy for an LLM-based content valuation platform • Simplified AI/ML into intuitive creator experiences, improving engagement by 12% and reducing drop-offs to 8% • Owned end-to-end design from flows to prototypes and handoff • Conducted user testing and usability reviews to validate product decisions.

SEP 2023 - JAN 2025, BENGALURU

Verint / Senior UX Designer

Designed interfaces for the Workforce Management suite • Led requirement-gathering aligned to business and user goals • Upgraded WCAG 2.1 to 2.2 across key modules • Led design system overhaul with 3 major and 2 minor components • Delivered wireframes, designs, and prototypes across products • Led structured reviews with cross-functional stakeholders

APR 2019 - AUG 2023, BENGALURU

Accenture / Senior UX Designer

Worked with Airbus across 4 projects on enterprise systems • Implemented design system across 2 products, migrating from legacy • Conducted UX research, testing, and workshops to validate decisions • Applied Design Thinking and SAFe Agile across distributed teams • Led design reviews with developers for accurate implementation • Managed timelines and integrated user feedback to refine outputs

APR 2017 - MAR 2019, BENGALURU

Salesfon Technologies / UX - Visual Designer

Built SalesX from scratch, owning research, flows, UI, and design system • Rolled out 2-3 major features via rapid prototyping, validated pre-launch • Created icons, typography, UI components, and prototypes for web and mobile • Improved design system consistency across products • Mentored junior designers and performed competitor analysis

JUL 2013 - MAR 2017, THIRUVANANTHAPURAM

Waybeo Technology Solutions / UX Designer

User interviews and usability testing • Wireframes and prototypes aligned to user and business goals • Revamped UI from testing data, improving engagement and task success • Research-driven improvements reducing task completion time

JUN 2010 - JUN 2013, COCHIN

Artzsource Technology Solutions / UI Designer

Designed marketing landing pages and applied new branding • Created icon sets and UI kits through iterative feedback

NOV 2009 - MAY 2010, THIRUVANANTHAPURAM

Waybeo Info Solutions / Web Designer

Created web and graphic components for Bounzd and client projects • Designed and coded WordPress templates using HTML, CSS, and JavaScript

Education

FEB 2014 - JUL 2019

BBA, Retail Management / Sikkim Manipal University of Distance Education (SMUDE)

Skills

Design Thinking • Interaction Design • Visual & UI Design • User Research • Information Architecture • Wireframing & Prototyping • User-Centered Design • Design Systems • Web Accessibility (WCAG) • Usability Testing • SAFe Agile Methodologies • AI & Automation • AI Workflows • MCP Integrations

Tools

Figma • Sketch • Framer • Adobe Creative Cloud • Miro • Marvel • Zeplin • Balsamiq • Abstract • Claude • ChatGPT • Gemini • Lovable • Figma Make

Languages

English • Hindi • Malayalam