

# YOGESH VERMA

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*To craft intuitive, accessible, and data-driven user experiences that bridge business goals with user needs, by leveraging design thinking, user research, and scalable design systems. Dedicated to transforming complex workflows into seamless digital journeys that drive engagement, efficiency, and customer satisfaction.*

## Profile Summary

- Proven track record of delivering **high-impact UX/UI design solutions** across banking, healthcare, and traffic management sectors with **over 9 years of cross-domain experience**.
- Adept at leading **end-to-end user experience design**, from user research to wireframing, prototyping, and usability testing, ensuring alignment with **business objectives and KPIs**.
- Demonstrated ability to **streamline complex digital journeys**, including the redesign of digital onboarding processes for major financial institutions, resulting in significant improvements in conversion and engagement.
- Specialized in **design thinking methodologies & information architecture**, enabling the development of scalable & user-friendly products.
- Skilled in crafting **accessible, WCAG-compliant interfaces** that cater to diverse user groups & meet international accessibility standards.
- Strong expertise in building and managing **design systems** that ensure consistency, accelerate development, and enhance collaboration across multidisciplinary teams.
- Engineered seamless, scalable UX solutions for **B2B, B2C, and SaaS platforms**—optimizing end-to-end user journeys, reducing friction, and driving product adoption through research-led design, usability testing, and data-backed interface optimization.
- Delivered high-impact case studies across healthcare, fintech, mobility, and e-commerce sectors**—crafting user-centric digital solutions that significantly improved process efficiency, enhanced user satisfaction, and supported strategic business objectives.
- Experienced in leading **cross-functional teams**, working closely with engineering, QA, product, and business stakeholders to deliver user-centered solutions on time and within scope.
- Successfully optimized workflows & product interfaces to improve **user satisfaction**, reduce friction, and enhance operational efficiency.
- Strategic mindset with the capability to translate **complex business problems into intuitive design solutions**, increasing user engagement and product adoption.
- Track record of mentoring and growing high-performing design teams, while also conducting structured training programs.
- Proficient in rapid prototyping & iterative design approaches, ensuring **agile delivery cycles** without compromising on user experience.
- Deep understanding of **UX metrics, data analysis, and usability heuristics**, enabling data-informed design decisions.

## Competencies

- |                              |                                   |                                    |
|------------------------------|-----------------------------------|------------------------------------|
| • User-Centered Design (UCD) | • Usability Testing               | • Visual Design & UI Craftsmanship |
| • Interaction Design         | • Accessibility (WCAG Compliance) | • Cross-functional Collaboration   |
| • Information Architecture   | • Design Systems Development      | • Design Thinking                  |
| • Wireframing & Prototyping  | • UX Research & Analysis          | • Agile & Sprint-Based UX          |

## Work Experience

### Principal UX/UI Designer | Auriga IT Consulting Pvt. Ltd. – Jaipur | Remote | Jan 2023 – Nov 2024

- Spearheaded end-to-end UX/UI design strategy for complex enterprise applications, delivering intuitive, user-centric interfaces across web and mobile platforms.
- Translated business goals into seamless solutions, directly enhancing product usability, conversion rates & overall customer satisfaction.
- Conducted extensive user research, A/B testing, and usability analysis to drive iterative design improvements and reduce friction in user journeys.
- Established scalable design documentation and workflows, enabling seamless knowledge transfer, cross-team collaboration, and onboarding of new designers with minimal ramp-up time.
- Integrated UX metrics and KPIs into product cycles to measure success of design decisions, directly contributing to data-informed product improvements and stakeholder reporting.
- Developed high-fidelity interactive prototypes using industry-standard tools, accelerating feedback cycles and reducing front-end rework.
- Championed accessibility compliance (WCAG), ensuring inclusive digital experiences aligned with global standards.

### UX/UI Designer – B2B & B2C Products | Gloify, Crossdev Technologies Pvt. Ltd. – Bangalore | Remote | Aug 2021 – Dec 2022

- Delivered high-impact UX/UI designs for diverse SaaS products, ensuring strategic alignment with business objectives and user needs.
- Applied data-driven design principles, heatmaps, and user behavior analytics to optimize workflows and maximize engagement.
- Created detailed personas, customer journey maps, and empathy maps to uncover pain points and shape product direction.
- Facilitated cross-functional collaboration with product, dev, and QA teams to drive design intent through to execution.
- Streamlined design systems and UI libraries for consistent branding and faster development sprints.

UX/UI Designer | Mobiweb Technologies Pvt. Ltd. – Indore | Apr 2018 – Aug 2021

- Designed engaging UX/UI for high-traffic sports betting and online casino platforms, increasing user retention and monetization.
- Led the end-to-end UX lifecycle—from user research to wireframing and final visual design—ensuring a seamless cross-platform experience.
- Executed usability audits and heuristic evaluations to identify friction points and improve overall product performance.
- Collaborated with cross-disciplinary teams to integrate user feedback into product enhancements, boosting satisfaction scores.
- Introduced micro-interactions and UI motion design to elevate user delight and interactivity.

Previous Experience

UX/UI Designer | Samyotech Software Solutions Pvt. Ltd. | Indore | Feb 2017 – Mar 2018

Tender Organizer | Public Health Engineering Department | Jan 2016 – Jan 2017

Samvida Post (Clerk-3) | Collectorate Office, Jhabua | Dec 2013 – Dec 2014

Web Designer | Click Inc Digital Marketing & SEO Company | Indore | May 2013 – Nov 2013

Web Designer | Telasol Global Service Pvt. Ltd. | Indore | Aug 2012 – Apr 2013

Education

- Master’s in Social Work, DAVV Indore, 2015 – 2017
- Bachelor of Commerce, DAVV Indore, 2011 – 2013
- Diploma in Graphic & Web Design, Arena Animation, Indore, 2011 – 2012

Projects Undertaken

- Enhancing Health Systems - Lupin
- Digital Onboarding – YES Bank
- Traffic Management System – NHAI
- Zokudo Prepaid Card – E-commerce Gifting Platform

Technical Skills

Category	Skills & Tools
UX Design	User Research, Personas, Information Architecture, Usability Testing, Journey Mapping
Design & Prototyping	Wireframing, Prototyping, Design Systems, Visual Hierarchy, Accessibility (WCAG), UI Graphics, Storyboarding, User Flows, Empathy Maps, Affinity Diagrams
Software & Tools	Figma, Adobe XD, Photoshop, Illustrator, Sketch, InVision, Axure RP, Miro, Balsamiq, Zeplin
Data Analysis & Optimization	Heatmaps, Funnel Analysis, Qualitative & Quantitative Research, A/B Testing, Heuristic Evaluation, Data-Driven Design Decisions
Collaboration	Agile, Stakeholder Communication, Jira, Confluence, Slack, Trello

Personal Details

Date of Birth : 24<sup>th</sup>, May'1989

Languages Known : English ,Hindi

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