Vikas Raj Yadav

Product Design Consultant@Times Bridge,
Prev. UX Design Manager @HDFC, @Paytm

A Product Designer with 8+ years of experience, currently consulting Times Bridge for product design and design system. I have previously shipped and scaled the **Paytm Trains** and **Paytm Postpaid** as well as introduced **Paytm's first design system.** I also helped design, Iterate and Launch **PayZapp** for **HDFC**. I am currently looking for a growth focused organisation to continue expanding my expertise and contributing to impactful projects.

CONSULTING EXPERIENCE

Times Bridge · Product Design Consultant
Jun 2022 - June 2024

- Led the responsive web redesign team of **Business Insider India**, resulting in a **~10% increase in monthly active users (MAU)** after launch
- Additionally, I am designing and developing solutions for iOS and Vision Pro

FULL TIME WORK EXPERIENCE

HDFC Bank · UX Design Manager
June 2021 - June 2022

- **Led the design team** to a successful redesign for one of the most important products for HDFC Bank named **Payzapp (5M+ users/4.8 stars)**
- Helped the team set up design systems and processes
- **Conducted workshops** to upskill the team on latest design tools and industry best practices

Paytm.com · Lead Product Designer
October 2018 - Jun 2021

- Co-Designed first version of the **Paytm design system** for called **PODS**.
- Led **Paytm Trains** (#1 ticket seller for Paytm Travel) and introduced features like Search by train name and number which led to **~8% reduction in drop off**. Also designed features like PNR Prediction, Food Ordering, Train Tracking etc
- Led the redesign of the **Buy now Pay Later Product called Paytm Postpaid** helped the product scale to **8 million+ customer** and **15 million+ merchants**

Grappus Studios · Product Designer
March 2017 -May 2018

- Helped designed and launched products for PVR Cinemas, StarQuik, SCIO and Partner apps for UBER India
- Introduced one internal hiring which later got scaled to a new product called Unberry.

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Website · Twitter · Dribbble

Did I say I code too? 👇🏻

Youtube App - Intro App

Business Insider - Vision Pro

Business Insider - iOS

3d Earth with Stars - Three js

Galaxy Particle - Three js

Micro Interaction Lab 🧪

Youtube Intro - Lottie

Rabbit R1 - Rive

Youtube Intro - Rive

Thread Refresh - Lottie

MY TECH STACK

Swift UI
HTML & CSS
JavaScript / Thee JS

CERTIFICATIONS

Advanced Motion 2d & 3d

After Effects for UX Design

Three JS Journey

UX Design for Mobile

Intro to HTML & CSS

MY DESIGN STACK

Figma
Rive app
Adobe Creative Cloud
Xcode
Visual Studio

ProProfs.com • UX/UI Designer
June 2016-March 2017

- Created SaaS experiences called ProProfs Knowledge base, ProProfs Help desk, ProProfs Live Chat and ProProfs QuizMaker for USA-based businesses and as well as end users.
- Helped Transition Organisation from Photoshop to Sketch and Marvel App.