

# Vikas Raj Yadav

## Principal Product Designer @ET Money

Product Design Leader with 9+ years of experience uniquely combining product design expertise with development capabilities. Proven track record of scaling products to millions of users and building design systems at Paytm, HDFC, and Times Bridge etc.

### WORK EXPERIENCE

#### ET Money • Principal Product Designer

Oct 2024 - Current

- Leading the redesign of ET Money's investment platform, integrating gamified financial literacy and personalized wealth management solutions, ensuring a seamless and intuitive user experience.
- Developing a scalable design system, establishing consistent UI patterns, components, and accessibility guidelines to enhance usability and maintainability across the platform.
- Building an advanced animation system using Rive and SwiftUI, crafting engaging micro-interactions that elevate key user journeys and drive user engagement.

#### Times Bridge • Product Design Consultant

Jun 2022 - June 2024

- Led the creation and maintenance of a scalable design system for ET Money and Business Insider India, ensuring consistency, accessibility, and efficiency across platforms.
- Established robust UI component libraries, typography scales, and color frameworks, optimising design-to-development handoff and reducing redundancy.
- Integrated motion principles using Rive and SwiftUI, defining micro-interaction guidelines to enhance engagement and usability.
- Regularly audited and evolved the design system, incorporating user feedback, performance insights, and emerging trends to ensure long-term scalability and innovation.

#### HDFC Bank • UX Design Manager

June 2021 - June 2022

- Led the design team in the successful redesign of Payzapp, one of HDFC Bank's flagship products (5M+ users, 4.8★ rating), enhancing usability and engagement.
- Established a scalable design system and streamlined design processes, improving cross-team collaboration and efficiency.
- Conducted hands-on workshops to upskill the team on the latest design tools, methodologies, and industry best practices, fostering a culture of continuous learning and innovation.

+91-8604 203 001

vraj247@icloud.com

X • [Linkedin](#) • [Website](#)

*Did I say I code too? 🙋*

ET Money - Onboarding

Business Insider India - iOS

Youtube App - Intro App

Mesh Gradient App - iPad

*Micro Interaction Lab 🖍️*

ET Money Genius - Header

Notion AI - Reimagining

Zomato Weather - Rive x Play

CRED Garage - Rive x Play

### CERTIFICATIONS

SwiftUI Essentials

Swift 5 Essential Training

Advanced Motion 2d & 3d

Three JS

### DESIGN & PROTOTYPING

Figma

Rive

Adobe After Effects

VS Code

Cursor AI

Blender

Create with Play

**Paytm.com • Lead Product Designer**

October 2018 - Jun 2021

- Introduced the first version of the Paytm Design System, establishing a unified design language and scalable UI components to enhance consistency across products.
- Led the design of Paytm Trains, the #1 ticketing platform for Paytm Travel, introducing features like Search by train name/number, reducing drop-offs by ~8%, and enhancing the booking experience with PNR Prediction, Food Ordering, and Train Tracking.
- Redesigned Paytm Postpaid (Buy Now, Pay Later), scaling the product to 8M+ customers and 15M+ merchants, improving usability and driving adoption.

**Grappus Studios • UI/UX Designer**

March 2017 -May 2018

- Streamlined Uber India's driver network by designing digital solutions for better driver training, content delivery, and referral systems.
- Created Uber Guru for personalized training and Uber Club for rewards, helping drivers improve efficiency and grow their business.
- Designed Driver Sourcing Portal to connect drivers with Uber, empowering training institutes and individuals to submit leads.
- Designed a smart home automation platform to manage devices, routines, and energy consumption across iOS, iPadOS, and watchOS.
- Created intuitive UI for energy-saving insights and automated routines, delivering a seamless digital experience for smart homes.

**ProProfs • UI/UX Designer**

Jun 2016 - March 2017

- Designed user interfaces and experiences for ProProfs' suite of customer success and conversion optimization tools, including Quiz Maker, Survey Maker, Knowledge Base, and LiveChat, with a focus on improving user productivity and engagement.
- Enhanced user journeys across a wide array of tools, aiming to simplify complex workflows for millions of monthly users in over 150 countries.
- Collaborated closely with product teams to ensure a seamless, multi-device user experience, supporting ProProfs' mission of delivering delightful software with over 1,000,000 pieces of content in 90+ languages.

**TECHNOLOGY**

Swift/SwiftUI

Javascript

Three JS

HTML & CSS

Design System with React

**EDUCATION**

B.Tech - VIT

Computer Science & Tech  
2011-15