

Yash Shenai

A Noida-based product designer making GenAI, photo and video editing experiences for social media at Adobe

Experience

Adobe - Product Designer

May 2023 - Present | Noida, India

- Boosted acquisition for Photoshop Express by 59% through shipping of generative AI features, driving substantial growth in new user visits.
- Increased click-through rate of photo-editing features by 15% on Photoshop Express Android. Designed core photo and video editing features for social media enthusiasts on both iOS and Android platforms. Built the Photoshop Express design system component library.

Postman - Product Design Intern

September 2022 - February 2023 | Mumbai, India (Remote)

- Reduced time taken to send an API request for 20 million developers by leveraging their in-app activity data and surfacing relevant resources at contextual touch-points as a part of the Search team.

Adobe - Product Design Intern

May 2022 - July 2022 | Mumbai, India (Remote)

- Reduced time taken to send an API request for 20 million developers by leveraging their in-app activity data and surfacing relevant resources at contextual touch-points as a part of the Search team.

Samsung Research Institute - UX Design Intern

October 2021 - November 2021 | Mumbai, India (Remote)

- Reduced time taken to send an API request for 20 million developers by leveraging their in-app activity data and surfacing relevant resources at contextual touch-points as a part of the Search team.

Volunteering

Chitrakatha (Global animation festival) - Research Team Lead

- Led a team of 6 students to understand the life and work of international delegates attending the event to customise their experience of the festival.

Young Designers India - Community Moderator

- Grew the community from 250 to 10,000+ members while boosting engagement by building a practice of regular meetings to share ideas and get work feedback.

Details

yashshenai.com

yashshenai@gmail.com

+91 8104634590

 [LinkedIn](#)

Education

National Institute of Design, Andhra Pradesh

Bachelor's Degree (2018-2022)

Industrial Design

Skills

Design

Brainstorming • Storyboarding • Information Architecture • Wire-framing • Concept Design • Visual Design • Ideation • Usability Testing • Design documentation • Cognitive Psychology • UX Writing • Design Systems

Research

User Interviews • Surveys • Competitive Analysis • Participatory Design • User Flows • Field Observations • Contextual Enquiry • Secondary Research • Design Thinking

Tools

Figma • Adobe XD • Webflow • Illustrator • Photoshop • InDesign • Miro • Notion • Jira • Framer • Procreate