



# YOGESH YADAV

SR. ASSOCIATE UX DESIGNER

5+ YEARS OF EXPERIENCE

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Portfolio: [uxyogeshdesign.netlify.app](https://uxyogeshdesign.netlify.app)

## SUMMARY

Visionary UX Designer with a talent for transforming complex challenges into intuitive digital experiences across B2B/B2C platforms. Pioneer in integrating AI automation with human-centered design principles, dramatically streamlining workflows while creating interfaces that drive exceptional user engagement. Strategic thinker with full-cycle product expertise, consistently delivering solutions that exceed both user needs and business objectives.

## EDUCATION

Bachelor of Business Administration | Rawal Institute of Management  
Maharishi Dayanand University

Aug 2018 - Mar 2021

## SKILLS

- **Technical Skills:** Core UX/UI Design Skills, User Research, Wireframing & Prototyping, Design Thinking, Journey Mapping, User-Centered Design, Accessibility, Design Consistency, Design Systems, Object-Oriented UX (OOUX), Critical Thinking, Problem-Solving, Product Design, Project Management, JIRA, Trello, Notion, Confluence
- **AI Space:** Bolt, Lovable, VO (Rapid Prototyping), n8n (AI Automation, AI Workflow Automation)

## WORK EXPERIENCE

Sr. Associate UX Designer, Stylework Innovation Hub Pvt. Ltd.

Nov 2023 - Present

- **Redesigned mobile app homepage:** Prioritized core offerings, increasing engagement by 45% and reducing abandonment by 30%
- **Executed B2B feature refinements:** Implemented admin feedback, increasing platform utilization by 55% across 12 enterprise clients
- **Pioneered AI automation workflows:** Built n8n systems reducing manual tasks by 60% and improving lead conversion by 25%
- **Designed AI-driven cold outreach system:** Increased response rates by 35% while reducing preparation time by 75%
- **Applied OOUX methodology:** Created scalable systems supporting rapid feature expansion while maintaining relations and dependencies on current features.

UX UI Designer, RARR Technologies Pvt. Ltd.

May 2022 - Nov 2023

- **Architected dual-facing recruitment ecosystem:** Designed integrated B2B/B2C platforms that reduced hiring time by 30% and eliminated 15+ hours of weekly manual communication
- **Spearheaded real-time status update system:** Enabled self-service application tracking, decreasing HR inquiries by 65% and improving candidate satisfaction by 40%
- **Conducted comprehensive user research:** Identified pain points across 8 recruiting teams, creating streamlined workflows that increased efficiency by 35%
- **Developed interactive prototypes:** Applied design thinking to create interfaces that received 92% positive feedback in usability testing

HR Manager, iDesign.Market

Feb 2022 - May 2022

Senior Counselor, Perfect E-learning

Nov 2020 - Feb 2022