Supriya S. Yadav

**UX, UI and Product Designer**

0899429753 supriyasups200l@gmail.com [Portfolio](https://thesydesign.com/) [Behance](https://www.behance.net/suprii1) [LinkedIn](https://linkedin.com/in/supriya-yadav-b7ba708) Dublin, Ireland

|  |
| --- |
| **Summary**Experienced in UX design within the end-to-end product development cycle in an Agile working environment for over 10+ years and specializing in user-centered design, user research, and interface design. Expert in Figma, Sketch, and Adobe, XD and strong HTML/CSS fundamentals. Designing and launching a digital app for a SaaS-based skill assessment platform to boost hiring conversions by 60% at [iMocha](https://www.imocha.io/) and leading design enhancements for a Microsoft Teams app that earned a $10,000 reward.  |

|  |  |  |  |
| --- | --- | --- | --- |
|  Experience |  |  | Education |
|  **UX Consultant**[Bizzscan AI](https://bizzscan.eu/) 3/2025 – 5/2025 Dublin, IrelandDesigned an end-to-end ai agent platform which can extract accurate data from procured documents that unites IT and businesses. * Conducted deep-dive research into procurement workflows, pain points, and user behaviors. Define UX strategy in alignment with the company’s AI capabilities and product vision.
* Led the design and delivery of developed and maintained a design system tailored to applications.
* Help in visualizing procurement data through interactive dashboards. Used FigJam for whiteboarding, Figma, and Notion.

 **UX Design Lead**[iMocha](https://www.imocha.io/) 9/2021 – 3/2023 Pune, IndiaImproved the SaaS product's usability by redesigning its features and reskinning the entire product. * Improved user satisfaction by 40% by conducting a design audit based on Gestalt and UX design principles and conducting user interviews, resolving key UX issues while redesigning a few critical user tasks, redesigning the existing UIs for better adaptation, and creating the brand-new design system for the product. Users reported the previous design to be “unclear” and gave positive feedback for the redesign.
* Lead the entire product of [iMocha](https://www.imocha.io/) (Talent Acquisition, Talent Development, and Payment Portal Integration) and collaborate with other members of the product development and engineering teams to craft intuitive and effective user experiences.
* Pitched the implementation of designed features by leveraging positive user feedback and demonstrating how to drive a 15% increase in customer retention and task success rate using these features.
* Redesigned the product's current website. Starting from creating the mood board, design system, style guide, and icons, and designing web pages for [**https://www.imocha.io/**](https://www.imocha.io/) using **Figma** and **figjam**.
* Crafted information architecture and low-/high-fidelity cross-platform UX designs to convey concepts to product stakeholders and engineers for review and feedback.
* Led the design and delivery of iMocha's native assessment app for Microsoft Teams, utilizing the Fluent UI Design System. Secured a $10,000 reward.

**Design Analyst**[Fiserv India Pvt. Ltd.](https://www.fiserv.com/) 10/2018 – 12/2018 Pune, IndiaRedesigned the features along with redesigning the entire product for better usability and innovation for a payment portal. * Re-designing the existing UIs for better adaptation for cross-platform. Brainstormed and designed sketches, wireframes, and prototypes.
* Reduced users reported negative feedback by 50% obtained from user interviews and designed new navigation and upgraded features like notification management, user profiles, onboarding, and sign-up.
* 50% decrease in the need for desk sales calls: Sales representatives would be able to allocate more time to onboarding calls by creating a new, enhanced UX and improved design system for the entire product and the UI design for the pricing page.

**Design Analyst**[Torinit Technologies Inc](https://www.torinit.com/). 8/2017 – 10/2017 Pune, IndiaDesigned the entire website to bring the new identity and the interface together, so everything feels connected to the retail e-commerce website and for the event planning website.* Expanded the website's usability by 80% by conducting research via user surveys and interviews, learning previous design shortcomings, and designing new features for a more comprehensive user flow.
* Achieved 30% product revenue growth by decreasing the rate of return and refunding an order.

**User Interface - User Experience Designer**[Vectone Mobile](https://www.vectonemobile.com/). 2/2017 – 5/2017 London, UKDesigned the user-friendly interfaces for telecommunication websites, focusing on layout, color scheme, typography, and overall aesthetic consistency.* Developed low-fidelity wireframes and high-fidelity mockups using tools like Sketch, Adobe XD.
* Illustrated and white boarded design ideas and workflows using software like Adobe CC.
* Contributed to and maintained a design system and style guide to ensure consistent design across all products.

**Design Analyst**Fiserv India Pvt. Ltd. 11/2015 – 9/2016 Pune, IndiaProduced mobile applications like Popmoney and the Zelle app.* Presented design concepts and ideas to the stakeholders, including team members and senior management, to gain approval and feedback.
* Managed design projects from concept building to completion, ensuring timely delivery and alignment with project goals and timelines.
* Improved Popmoney app usability by conducting interviews and A/B testing and increasing the adoption rate of activated customers who were using the mobile platform.
* With consistent user-friendly interfaces, which helped in improving the adoption rate in registration and activation.
* Designed and developed payment solutions for schools and to simplify collaboration between the design team and the development team in an agile environment.

Sr. UI Designer[Cybage Software's [Pvt](https://www.cybage.com/). Ltd.](https://www.cybage.com/) 12/2009 – 11/2015 Pune, India* Designed web/mobile experiences and visual interfaces for the top telecom giants, including AT&T, Verizon, and Vodafone.
* Identified the design needs, created interactive concepts for a variety of projects and POC on the same schedule, and contributed to winning the design pitch towards 10+ concepts, i.e., Digital River, Novartis, Lexis-Nexis, Worldbook, and the American College of Cardiology’s Anticoag Evaluator.
* Presented UX enhancements and consultations to improve existing experiences and align business and customers.
* Launched design efforts to build microsites and websites for other segments of the Microsoft brand. Improved the number of visitors and formed completion rate by 30%.
* I chose one of my design ideas for Cybage, the company's online marketing website.

Web DesignerPragmites Internet Consulting Pvt. Ltd. 6/2007 – 12/2009 Pune, India* Designed interfaces for cross-platform devices, including defining and maintaining design systems to ensure consistent design across all products.
* Designed for e-commerce web portals in Joomla CMS.
 |  |  | UI/UX and product design— micro degree Beep event, India, January 2025 - pursuingBachelor's in computer applicationIndira Gandhi National Open UniversityIndia, 2020Diploma in user interface design & animationEdit institute, Pune university, 2006 - 2007Diploma in interior design & decorationMMSID, Pune university, 2004 – 2006**Certification** **Certified usability analyst (CUA)™**Human factors international, 2015**Certification in html/css**[Codekaro.In](https://codekaro.in/course-certificate/0fcd5af021da9fd41), 2025**Design thinking in the age of AI**Linkedin learning, 2025**Achievements****Grade ‘A’ in intermediate drawing examination,** held in the year 1999**Awarded 3rd place for an interior commercial project in the IIID design excellence award,** held in the year 2006**Skills**Sketch figma confluence miro invision studio AI Literacy adobe photoshop wireframing prototyping low fidelity adobe illustrator sketching mood-barding interviewing survey canva persona creation user testing design system research html css micro animation user flow diagram typography axure interaction design color theory workshop facilitation user interface (ui) user experience (ux) design iteration jira github adobe creative cloud applications design patterns layout A/B testing high-fidelity designs accessibility double diamond mockups user research design sprint mobile design whiteboarding user centered design WCAG agile product development project management requirement gathering user story approachability empathy visualisation heatmap |