

YAGNYA PRASAD MISHRA

UX/UI Lead with 10+ years of experience

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CAREER OBJECTIVE

Strategic and detail-oriented UX Design Lead with 10+ years of experience designing enterprise applications and cross-platform experiences in EdTech, healthcare, business management, online marketing, travel and tourism, event management, e-commerce domains. Strong advocate for design systems, inclusive UX, and data-driven iteration. Adept at working from concept to execution across mobile, desktop, and web platforms.

DESIGN LEADERSHIP FOCUS

- Shaped end-to-end user experiences, balancing business needs with inclusive design.
- Built and scaled accessible design systems in Figma.
- Established end-to-end Design to Dev framework to align UX/HF standards with engineering cycles in complex Agile projects.
- Worked closely with stakeholders, engineers, QAs and PMs to ensure design feasibility and accessibility.

CORE COMPETENCIES

- **System Thinking:** Component Libraries, Scalable UX Patterns, Design Systems
- **UX Execution:** Wireframes, Prototypes, Heuristics, Accessibility, Visual Design
- **Cross-Platform Design:** Mobile, Desktop and Web
- **Research Collaboration:** User Personas, Information Architecture/Sitemaps, Usability testing, A/B Testing, User & Process Flows, User Stories, Feature Grooming, AI implementation in design, Competitive Analysis
- **Visual Design Tools:** Figma, Adobe XD, Sketch, Adobe Suite CC (Photoshop, InDesign, Premier Pro, Dreamweaver, Invision, Zeplin, NVDA Screen Reader)
- **Documentation and Collaboration:** Trello, Azure DevOps, Polarion, Miro, Notion
- **AI Tools:** Chat GPT, Gemini, Claude, Co-Pilot, Roadmap.sh, Gamma, Lovable
- **Basic Knowledge:** HTML/HTML5, CSS/CSS3, Bootstrap

WORK EXPERIENCE

1. Lead Designer - UX/UI

Wipro / Harman Connected Services | September 2022 – Present
Hyderabad, Telangana, IND

Client: Medtronic (MEIC), Hyderabad

Product: Bravo Genesis Patient Diary and Wearable Connect (Mobile, Desktop, Web) / Endo Flip (Desktop)

Vertical: Healthcare (Endoscopy)

Responsibilities:

- Empathies the critical characteristics of the intended users, by following the product specifications, to meet the UI design requirements and finding creative solutions for the UX Problems.
- Uncovering opportunities to improve the user experience by understanding user's current jobs and tasks, underlying goals of their work process in the product to fix the blockage of the actual user flow.
- Developing information architecture, user personas, and user flows using tools like Figma, Miro, and Roadmap to identify optimal interaction models and validate user scenarios.
- Communicates initial design ideas to the team through wireframes, prototypes, user flows, or user stories.
- Utilizing tools like Figma, Photoshop, and InVision to create high-fidelity product flows and design systems that deliver visually appealing interfaces aligned with both user needs and business goals.

- Participates in User testing of finished prototypes to take the inputs for the improvements.
- Collaborates with UX researchers, fellow designers, developers/engineers, product managers, and stakeholders in an agile project development process to develop, refine, and document product designs.
- Participates in after-release customer connect sessions and regularly tracking telemetry data for future improvements and additional features.
- Organizes bug bash sessions and design training sessions to put the whole team on the same page of the project cycle.
- Mentoring junior designers and interns to accelerate professional growth, fostering a collaborative culture and driving organizational success.
- Researching and continual professional development to keep up to date with new design trends.

2. Senior UX Designer (ADSA)

Accenture Solutions Pvt. Ltd. (Microsoft Inc.) | March 2020 – August 2022
Hyderabad, Telangana, IND

3. UX Designer

Zemoso Technologies Pvt. Ltd. | August 2019 – March 2020
Hyderabad, Telangana, IND

4. UI/UX Designer

Dotcom Weavers Solutions Pvt. Ltd. | April 2018 – July 2019
Hyderabad, Telangana, IND

5. Graphics Designer

Prodigious Digital Solutions LLP. (Meanbuy.com) | October 2017 – March 2018
Hyderabad, Telangana, IND

6. Senior Web Design Analyst

Convergence Labs Pvt. Ltd. | July 2015 – September 2017
Hyderabad, Telangana, IND

ACADEMIC PROFILE

B.Tech in Electronics & Communication Engineering

Biju Patnaik University of Technology (BPUT), Rourkela, Odisha, IND

Certification in Web Designing

Pixxel Arts Animation Academy, Hyderabad, Telangana, IND

UX Management: Strategy and Tactics

Interaction Design Foundation (IxDF)

DECLARATION

I hereby declare that all the information mentioned above is to the best of my knowledge and I bear responsibility for any deviation from them at any later stage.

YAGNYA PRASAD MISHRA