Medha Yadav - Staff UX Designer
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Summary:
- **16+ years** of professional experience in **UX Design, Usability and Product Innovation.**
- **Strategic design thinker and problem solver** with unique combination of business understanding and creative talent.
- Worked on several User Centered Design Projects in various industries: **e-Commerce, CRM, real estate, identity management, social networking, cloud computing, telecom**, etc.
- Experience in designing apps for iOS, Android for mobile and tablet with responsive design and design systems.
- Proficient in HCI methods applied to **requirement understanding, data gathering, user studies, surveys, task flow analysis, information architecture, card sorting, affinity diagraming, conceptualization, wireframing and usability testing.**
- Expert and detailed oriented in **design explorations, wireframing and prototyping.**
- Good Knowledge of design system processes and practices.
- As a mentor, I willingly share my experiences, using my teaching skills with enthusiasm.

Skills:
- User Experience Design, User Centered Design, Usability, Interaction design, User Research, User Testing, HCI, Information Graphics, Data Visualization, Analytical thinking, Problem Solving, Visual design, Project Management and Mentorship.

Tools:
- **Figma, Sketch, Abstract, Adobe Suite, Omnigraffle, Microsoft Visio, Axure, Morae, HTML, CSS.**

Education:
- **Masters In Information and Digital Design**
  National Institute of Design, Ahmedabad, India, 2004 - 2006.

- **Bachelors In Computer Engineering**
  Maharashtra Institute of Technology, Pune, India, 2000 - 2004.

Work Experience
Cadence Design Systems, San Jose, CA   **Oct 2024 - Dec 2024**
Principal UX Designer
- Led end-to-end consumer design experiences for Cadence's eCommerce platform.
- Worked closely with product stakeholders and business to identify business opportunities, understand customer needs and visualize the right design solutions.
- Conducted user research, storyboarding and competitive analysis.
- Created highly detailed end to end interaction design flows using Figma to create prototypes.

Freelancer - Principal UX Designer   **Oct 2023 - Sep 2024**

Worked on several projects with leading companies in the Bay Area.

Amazon, San Jose, CA   **Feb 2022 - Oct 2023**
Senior UX Designer
- Led end-to-end consumer design experiences for Amazon Fees and Fee Tools, Account health for Amazon Seller Central and Freight ready Date (FRD) for Vendor Central.
- Worked closely with various business and product stakeholders to identify business opportunities, understand customer needs and visualize the right design solutions.
- Conducted design thinking workshop with designers and product managers.
- Created highly detailed interaction design flows using Figma and Sketch to create prototypes.
- Conducted user research and managed all design activities to support the new and updated development and crafted graphic elements, assets, and visuals that adapt and flow with responsive design systems.

Sap Labs, Palo Alto, CA   **Feb 2016 - Jan 2022**
Lead UX Designer
- Led and mentored the end-to-end designs in SAP Sales Cloud for Customer and Commerce Cloud. Designed user experiences for Sales Cloud. Also envisioned for future and crafted fresh user experiences while designing demos for the envisioned future.
- Led the end-to-end design for machine learning concepts for Sales.
- Synthesized and crafted a click through prototype for next generation CRM concepts through user research and design thinking to maintain competitive edge and grow customer base.
- Worked with and integrated input and feedback from range of stakeholders including product manager, engineers, UX/VX designers and collaborating with researchers for usability testing.
- Created highly detailed design specifications using Figma, Sketch, Abstract and prototypes using Invision for implementation.
- Mentored new designers and interns on the Sales Cloud Design team.
- Led end to end designs for SAP's Commerce Cloud and created flows for Consumer Apps, PWA and Workbench.

Move (Realtor.Com/News Corp), San Jose, CA   **Nov 2013 - Oct 2015**
Senior UX Designer
- Led end-to-end UX design projects for B2B (Tigerlead and HAR - Houston Association of Realtor) and B2C consumer facing apps (Realtor for Sale and For Rent App for Android).
- Worked closely with product, engineering, and business teams to identify customer needs, via user research. Requirement understanding – Collaborated with multiple stakeholders (Project managers, Product managers, Developers and QA) to gather requirements to come up with business goals and user goals.
- Worked with SME and stakeholders to come up with detailed Task flows.
- Redesigned the modules/flows in the Tigerlead's PAWS dashboard for agents and Brokers.
- Designed engaging features and flows using Adobe Photoshop, Adobe Illustrator, Axure and Adobe Fireworks that met business goals and addressed customer needs.
- Created a click through prototypes for Tigerlead's Paws dashboard.

Consultant, eBay, San Jose, CA   **Jan 2013 - Oct 2013**
Senior UX Designer

- Worked as Senior UX Designer on consulting projects for eBay Corp tech HR team. I worked with product managers and developers. Conducted user research and competitive analysis. Designed the mocks and detailed end to end designs for Corp tech HR team portal.

True Action Network (GSI Commerce's Digital Marketing Company), PA   **Jan 2011 - Sep 2011**
Information Architect

- Worked as an Information Architect with ToysRUs, GNC, Kraft, and Peacocks (UK). Collaborated with stakeholders and creative designers to development leaders. Launched ToysRUS Japan on GSI Commerce's platform.
- Requirement understanding - Collaborated with multiple stakeholders (Product managers, developers,Business analyst, QA, localization expert) to understand and gather requirements.
- Collaborated with stakeholders to understand task flows and come up with optimized task flows and Information Architecture.
- Designed detailed concept sketches and designed detailed wireframes in Microsoft Visio and Omnigraffle.
- Validated wireframes with the IA and development team to understand design issues.
- Collaborated with Creative Designer and monitored visual design.

Persistent Systems, Pune, India   **Mar 2007 - Jun 2010**
Usability Engineer

Worked with clients: eBay (Onsite), Oracle, PayPal, Intuit, Keynote Systems (Onsite) CA, Opinmind, ACT and Myndnet. Handled several lifecycle user centered design projects by collaborating with cross functional teams, conducted user research, designed detailed wireframes, created visual designs, and conducted usability testing sessions in addition to providing implementation support.

Computer Associates, Hyderabad, India   **Jan 2006 - Jan 2007**
User Interface Designer

As a UI Designer, worked on lifecycle user centered design for the product Identity and Access Management. Conducted moderated and quantitative User Testing.

Awards:

- Won spot award for conducting Usability testing for PayPal in Persistent Usability Lab 2010.
- Won 2nd prize in package design contest held by GSK, consumer healthcare LTD (2005-2006).
- Won award for Arts and Design (Miss Artex), Maharashtra Institute of Technology, 2000-2004.