

Aviral Yadav

Senior Product Designer

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Bengaluru, Karnataka

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Senior Product Designer with 7+ years of experience across B2B SaaS, B2G, and e-commerce, specializing in designing complex, data-heavy systems that are actually easy to use. Has led end-to-end design across capital planning software, AI-powered analytics platforms, and returns management tools: shipping products that delivered \$3.3M in retained revenue, a 112% increase in upsells, and an AI roadmap now deployed across 1,500+ enterprise customers managing \$300B+ in capital programs. Equally strong in zero-to-one product launches and large-scale design overhauls, with a track record of establishing design culture, systems, and process in low-maturity environments.

Skills

- Product Strategy, Systems Thinking, Opportunity Framing
- User Research, Insight Synthesis, Usability Testing
- Information Architecture, User Flows, Interaction Design
- Prototyping, Design Systems
- Data-Informed Design, Experimentation, Analytics (Mixpanel, Hotjar, Pendo)
- Stakeholder Management, Cross-functional Collaboration, Workshop Facilitation
- Design Critique, Feedback Management
- Mentorship, Team Leadership, Prioritization, Roadmapping
- Tools: Figma, Notion, Miro, Adobe Creative Suite | AI Tools: Claude, Perplexity, Lovable

Work Experience

Aurigo Software Technologies (B2G/B2B SaaS: Capital Planning & Construction)

Senior Product Designer

Aug 2024 - Mar 2026

Bengaluru, KA

Products Shipped: 2

Reach: 1500+ Enterprise users, \$300B+ in Capital Programs Under Management

- Led design for 2 flagship product launches (Lumina and Primus Plan) using a prototype-led approach, securing 2 enterprise clients pre-launch and shaping the AI roadmap now deployed across a 1,500+ customer base managing \$300B+ in capital programs; spearheaded Primus Plan as the reference product, establishing scalable frameworks for data visualization, system architecture, and workflows adopted company-wide
- Designed AI-driven capital planning interfaces for Essentials and Primus Plan, including multi-year CIP scenario planning, cashflow forecasting, and risk scoring
- Led a system overhaul to reduce design debt and simplify complex B2B workflows across a platform managing 40,000+ active projects, earning the Exceptional Performance Award for measurable business impact
- Drove design maturity in a low-design environment by introducing structured processes, leading cross-functional workshops, and mentoring a team of 3 designers

We are stories

Independent Design Consultant

Oct 2023 - Aug 2024

Remote

Scope: Global NGOs, human rights organizations, and UN-backed campaigns

- Created illustration and visual communication assets for campaigns and publications across a client roster including UNICEF, OXFAM, UN Foundation, FRIDA, Womankind Worldwide, and the Climate Justice Coalition
- Designed visual systems for social impact publications: annual reports, advocacy toolkits, and policy guides for organizations operating across South Asia, West Africa, and Europe
- Navigated complex multi-stakeholder briefs across diverse cultural and regional contexts, managing competing requirements and communication standards across all deliverables

Return Rabbit (& SupplyAI) (B2B SaaS, B2C e-commerce)

Product Designer

Jul 2019 - Jul 2023

Gurugram, HR

Products Shipped: 4

Reach: 1M+ e-commerce users, 800+ Enterprise users

- As the sole designer, owned end-to-end UX across product, brand, and marketing: leading a platform-wide redesign that simplified returns and exchange workflows, directly contributing to \$3.3M in retained revenue and a 112% increase in upsells for flagship customer Honeylove
- Designed the exchange recommendation engine (REX) and full-catalog exchange UX that became the platform's core differentiator, enabling merchants like PAWZ to double their exchange rate in under 2 months and cut return rates by 50%
- Built a modular design system for white-label customization across 1,500+ merchant storefronts and designed ROI-based analytics dashboards that drove wins over Narvar, Loop Returns, and Returnly in direct evaluations, maintaining a 4.6/5 Shopify App Store rating
- Designed the automation configuration and policy builder UX that eliminated manual returns workflows, saving Honeylove the cost equivalent of 15 full-time employees by automating 150,000+ returns annually

Bodhisutra (B2B, B2C Ed-Tech)

UI/UX Design Consultant

Feb 2019 - Jun 2019

Jaipur, RJ

Scope: Ed-tech platform design for multi-role learner and educator experiences

- Designed information architecture, role-based flows, and cross-platform design patterns for a multi-role ed-tech platform, shipping a publicly launched product with unified navigation across devices and distinct experiences for learners and educators

Inshorts Media Labs

Graphic Designer & Illustrator

May 2017 - Sep 2018

Noida, UP

- Created 1,500+ editorial visuals and illustrations, 100+ achieving viral traction

CEB Global (Now Gartner)

Associate Print Designer

Aug 2016 - Feb 2017

Gurugram, HR

- Designed keynote presentations and data visualisation reports for global leadership across multiple summits, collaborating with cross-continent teams

Education, Certifications & Awards

Bachelor of Technology, Computer Science & Engineering

2012 - 2016

JSS Academy of Technical Education, Noida (AKTU)

UI/UX Design Specialisation

2019

CALARTS via Coursera

Exceptional Performance Award

2024

Aurigo Software Technologies