

Aviral Yadav

Senior Product Designer

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 [LinkedIn profile](#)

 [Portfolio link](#)

Senior Product Designer with 7+ years of experience simplifying complexity across enterprise and consumer systems. A self-taught designer with a systems mindset; aligning business goals with user needs to craft intuitive, scalable, and efficient experiences. Skilled in leading design within ambiguity, shaping product direction, mentoring teams, and integrating AI across research, ideation, and prototyping to accelerate discovery and execution.

Work Experience

Aurigo

Senior Product Designer

Aug 2024 - Current

Products Shipped: 2

Reach: 1500+ Enterprise customers

Outcome: Prototype-led design closed 2 enterprise clients pre-launch. Design of Lumina is informing AI implementation across Aurigo’s product suite.

A B2G and B2B product company that aims to simplify Capital Planning and Construction lifecycle.

- Defined design direction for Aurigo’s next-generation product suite, establishing frameworks for data visualization, system clarity, and intuitive workflows.
- Spearheaded end-to-end design of Primus Plan — now a guiding reference product across the company’s ecosystem.
- Introduced structured design practices in a previously non-design-mature environment, leading monthly knowledge-sharing sessions and design thinking workshops for product and marketing teams.
- Mentored a team of 3 designers, building process literacy, feedback systems, and growth alignment through regular 1:1s.
- Advocated for and executed a system overhaul initiative that reduced design debt and simplified user interactions across modules.
- Recognized with an Exceptional Performance Award for consistently driving design clarity and measurable business impact.

Independent Design Consultant

Oct 2023 - Aug 2024

Scope of Work: UN-backed campaigns, early-stage startups, and social enterprises

Key clients: We Are Stories, Bodhisutra.com, and others

- Partnered with clients including We Are Stories and Bodhisutra.com to deliver thoughtful, user-centric digital experiences
- Led design sprints and provided UX strategy and execution for early-stage and growth-focused startups
- Applied research-driven insights to craft interfaces aligned with user goals and business outcomes

Return Rabbit (& SupplyAI)

Product Designer

Jul 2019 - Jul 2023

Products Shipped: 3

Reach: 150+ Enterprise customers || 100,000+ e-cmmmerce customers

Outcome: Helped client Honeylove retain \$3.3M in revenue through optimised return workflows. Achieved 9.6/10 CSAT from 30K+ users.

A B2B SAAS provider offering bespoke returns & exchange management solutions to e-commerce companies, with a dedicated B2C white-labelled product.

- Sole designer responsible for design roadmap, UX strategy, and visual systems across product, brand, and marketing.
- Defined and launched modular design system enabling full white-label customisation for enterprise clients.
- Championed a product-wide redesign that improved onboarding completion rates and increased retention by simplifying key flows.
- Collaborated with leadership to align design metrics with company OKRs, ensuring measurable impact on customer satisfaction and NPS.
- Maintained a 4.6/5.0 Shopify App Store rating, backed by consistent end-user satisfaction and design-driven performance metrics.

Bodhisutra.com

UI/UX Design Consultant

Feb 2019 - Jun 2019

An Ed-Tech firm providing on line English communication training in B2C and B2B space

- Architected scalable information hierarchies for multi-role learning platforms.
- Defined user roles, content structures, and flows that improved learner onboarding and time-to-value.
- Simplified product navigation and created cohesive design patterns across devices and user types.

Inshorts

Graphic Designer & Illustrator

May 2017 - Sep 2018

Created 1,500+ editorial visuals and campaign illustrations, many achieving viral traction across Inshorts’ social channels.

CEB Global (Now Gartner)

Associate Print Designer

Aug 2016 - Feb 2017

Designed keynote presentations and reports for global leadership, collaborating with cross-continent teams.

Skills

Design Leadership & Strategy: Product Strategy, Design Culture Building, Mentorship, Cross-functional Collaboration, Stakeholder Management

Product Design: Information Architecture, User Research, System Design, Prototyping, Data-informed UX, Usability Testing

AI & Analytics: ChatGPT, Claude, Perplexity, Mixpanel, Hotjar, Pendo, LogRocket, Lovable

Execution & Delivery: Figma, Notion, FigJam, Jira, Design Documentation, Design Validation

Education & Certifications

UI/UX Design Specialization

Coursera

Jun 2019

California Institute of Arts via Coursera

Bachelor of Technology

JSS Academy of Technical Education

Jul 2012 -Jul 2016

Computer Science & Engineering