

# YOGENDER KUMAR

## Senior Product Designer

PORTFOLIO: [Website](#)

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Product Design | UX Strategy | B2B SaaS | Interaction Design | User Research | Design Systems | Healthcare Technology | AI-Augmented Design Workflows

### Education

**May'20, Bachelor of Science (B.Sc.) in Graphics & Animation,**  
Kurukshetra University

### Technical Skills

**Product & UX Design:** End-to-End Product Design, Interaction Design, Visual Design, User Research, Information Architecture, Product Thinking, Design Strategy

**Research & Validation:** User Interviews, Usability Testing, Heuristic Evaluation, A/B Testing, Jobs-to-be-Done (JTBD), Affinity Mapping, Journey Mapping, Persona Development

**Design Systems:** Component Libraries, Design Tokens, Auto Layout, Figma Variables, Style Guides, Atomic Design, Dev Mode Handoff, WCAG 2.1 Accessibility

**Prototyping:** Figma (High-Fidelity), Adobe XD, InVision, ProtoPie, Framer

**Analytics & Insights:** Hotjar (Heatmaps), User Surveys, Mixpanel/Amplitude, Behavioural Analytics

**Collaboration & Process:** Agile / Scrum, Design Sprints, Cross-functional Collaboration, Stakeholder Presentations, FigJam

**Visual & Motion:** After Effects, Premiere Pro, Illustrator, motion graphics

**Front-End Awareness:** HTML, CSS, Responsive Design, Mobile-first Design (iOS / Android)

**AI & Design Workflows:** Figma MCP (Model Context Protocol), AI-assisted UX research synthesis, prompt engineering for design, Galileo AI (wireframe generation), ChatGPT / Claude for user journey mapping and copy generation

### Profile Summary

Senior Product Designer with 6+ years of end-to-end product design experience across healthcare, SaaS, and B2B enterprise platforms. At Healthicity India and Indegene, I have owned full design cycles — from user research and problem framing through to shipped product — and have measurably improved engagement by 30%, reduced drop-offs by 15%, and conducted usability testing with 100+ participants. Proficient in Figma (Auto Layout, Variables, Dev Mode), design systems architecture, interaction design, and cross-functional collaboration with product managers and engineering teams. Experienced in building accessible, mobile-first experiences with a strong foundation in WCAG guidelines. Actively integrating AI into design practice — using Figma MCP for design-to-code workflows, LLM-based tools for UX research synthesis, and AI-assisted prototyping to accelerate delivery without compromising design quality.

### Work Experience

#### Feb 2024 – Present, Senior Product Designer, Healthicity India Pvt. Ltd. (Remote)

- Redesigned core navigation and visual systems for a healthcare compliance platform, improving user engagement by approximately 30% and reducing task abandonment across 3 enterprise modules.
- Conducted moderated usability testing sessions with 100+ clinical and administrative users, synthesising findings into prioritised design recommendations that reduced critical drop-offs by 15%.
- Built and maintained a Figma-based design system with 50+ reusable components, enabling consistent UI delivery across multiple product streams and accelerating developer handoff.
- Collaborated daily with product managers and engineering leads in an Agile environment to scope design work, review feasibility, and ensure pixel-accurate implementation of shipped features.
- Established WCAG 2.1 accessibility standards across the product, auditing existing flows and annotating handoff specs to meet compliance requirements for enterprise healthcare clients.
- Led design review sessions with US-based stakeholders, presenting wireframes, prototypes, and design rationale clearly to non-design audiences, gaining alignment across time zones.
- Piloted AI-assisted design workflows using Figma MCP and LLM-based research synthesis tools, reducing time from research to wireframe by approximately 40% on select projects.

#### Mar 2021 – Dec 2023, Product Designer, Indegene Pvt. Ltd. (Bangalore, India)

- Led UI redesign initiatives for 3+ enterprise pharmaceutical applications, improving interface consistency, accessibility compliance, and usability scores across platforms used by global healthcare teams.
- Designed end-to-end user flows, wireframes, and high-fidelity prototypes for web and iOS/Android platforms using Figma, Sketch and Adobe XD, covering onboarding, data entry, and reporting modules.
- Conducted competitive benchmarking and UX research to identify friction points, feeding actionable insights into product roadmap planning alongside product managers.
- Developed comprehensive style guides and component libraries that standardised visual language across 3 concurrent product lines, cutting redundant design work by an estimated 35%.
- Integrated analytics and heatmap data (Hotjar, user surveys) into iterative design cycles, shifting from opinion-based decisions to evidence-backed UI improvements.
- Partnered with QA teams during testing phases to identify and resolve UX-related defects before release, reducing post-launch design-related bug reports significantly.
- Actively participated in cross-team brainstorming and design sprints, facilitating whiteboard sessions to align product, engineering, and marketing on user experience goals.

#### Jan 2020 – Mar 2021, Graphic Designer, The Flying Birds

- Designed brand identity, marketing collateral, digital creatives, and motion graphics for client campaigns, contributing to a 30% sales uplift during key promotional periods.
- Developed visual assets including logos, illustrations, web banners, and packaging designs using Adobe Photoshop, Illustrator, and InDesign.

## Certifications

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- Dec'23, Enterprise Design Thinking Practitioner, IBM
- Google UX Design Professional Certificate, Coursera

- Produced motion graphics and video content using After Effects and Premiere Pro for digital marketing campaigns across social media platforms.

## Achievements

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- **30% engagement improvement** — redesigned navigation and visual systems at Healthicity India, resulting in a measurable increase in user engagement across enterprise healthcare platforms.
- **15% drop-off reduction** — synthesised usability feedback from 100+ users to identify and resolve critical flow issues, directly reducing product abandonment rates.
- **Design system ownership** — built a 50+ component Figma library from scratch at Healthicity that became the single source of truth for UI across all product teams.
- **Multi-platform consistency** — standardised UI across 3 enterprise application suites at Indegene, reducing visual inconsistencies and improving accessibility compliance.
- **IBM Enterprise Design Thinking Practitioner** — certified in applying structured, human-centred problem-solving frameworks to complex product challenges.

## Portfolio Projects

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- [Compliance Manager](#) - Building the design system that helped an entire enterprise platform move faster — from component library to AI-assisted reporting. A deep dive into how I approached systems-level design work as the sole product designer.
- [FinIQ - Personal Finance App](#) - End-to-end UX/UI design for a personal finance management mobile app. Conducted user research, defined information architecture, built wireframes and a high-fidelity Figma prototype.
- [PhonePe — Making Spending Smarter](#) - UX design for a digital platform. Focused on accessibility, simplified navigation, and user journey mapping for diverse user segments.