Yash Mewada

Product Designer

Curious about how people interact with technology, I transitioned from engineering to design, discovering a passion for **UI/UX** during my **Master's in Design-led Innovation**. I bring a **collaborative mindset, strong observations and problem solving skills** to craft user-centric solutions that have proven to create **real business impact**.
With a **versatile design approach**, I adapt across visual formats to deliver thoughtful, intuitive experiences.

Contact

📞 +91 9558140430

✉ yashmewada.120@gmail.com

in www.linkedin.com/in/yash

🌐 yashatdesign.in/works

Education

2020-2022
**M.Des –
Design-Led Innovation**

Srishti Manipal Institute of Art, Design and Technology

2015-2019
B.E. Mechanical Engineering

A D Patel Institute of Technology

Tools

Figma
Advanced

Adobe Illustrator
Advanced

Adobe XD
Advanced

Adobe Photoshop
Intermediate

Adobe InDesign
Intermediate

Adobe AfterEffects
Intermediate

Blender 3D
Intermediate

Procreate
Intermediate

Experience

Visual Designer - Nomoex Global — July 2024 - Present

- Designed and delivered 100+ branded visuals for Instagram, LinkedIn, and Twitter, resulting in **3x higher design-driven impressions** over campaign periods.
- Developed interactive decks and promotional creatives for 15+ internal and public events, **increasing engagement and audience recall**.
- Provided **UI feedback** and updates across website and app touchpoints, improving visual hierarchy and aligning with brand identity.
- Ensured all outputs were aligned with Nomoex's **brand guidelines,** maintaining visual consistency across platforms and **improving team efficiency** in design execution.

UX Designer - Propel Tech. Group Inc — Jan 2023 - Jan 2024

- Designed and delivered **50+ user interfaces** for internal tools and **client-facing platforms across web and mobile**.
- Applied responsive design and ensured accessibility compliance (WCAG 2.1) to **create inclusive, cross-device user experiences**.
- **Collaborated with cross-functional teams** on 8+ client projects, aligning design decisions with **business and user goals**.
- Mapped and documented **15+ process flows to optimize navigation** and interaction design.
- Created marketing banners, landing pages, and email designs, contributing to a **12% increase in campaign engagement.**

Graphic Designer(Consultant) - Moolya — Dec 2022 - Jan 2024

- Designed 100+ social media creatives and multiple decks to **boost Moolya's online engagement**.
- Supported the design team by delivering on-brand visual content for ongoing product campaigns.

UX Designer Trainee - YUJ Designs — July 2022 - Sept 2022

- Participated in UX workshops to better **understand user behaviors and business goals**.
- Worked on user driven insights to support detailed design flows for client projects.

Achievements

- **Winners for Interaction design** at D'Source Corona Challenge 2020, **IIT Bombay**
- **2nd Prize** in the 'Ecology and Public Spaces' conducted by Everyday City Lab, Feb 2022