

Yash Mewada

Visual Designer

+91 9558140430

yashmewada.120@gmail.com

www.linkedin.com/in/yash

yashatdesign.in/works

Summary

Visual & UX Designer with a foundation in engineering and a Master's in Design-Led Innovation. Experienced in designing **user-centered digital and service experiences** across interfaces and systems, with a focus on **visual design and user experience (UX)**. Combines strong observation, systems thinking, and problem-solving to translate user insights into intuitive solutions that drive business impact. Brings **working experience in wireframing, prototyping, and journey mapping**, along with consideration of **accessibility (WCAG)** principles. Actively incorporates **AI-assisted design** tools to enhance exploration, speed, and design efficiency.

Experience

Visual Designer - TATA Electronics

Aug 2025 - Present, Bengaluru

- Designed **employee-facing user experiences** in a large-scale manufacturing environment (85,000+ employees across 7 plants), using **visual design and service design principles** to drive cultural transformation in low-interface contexts.
- Led **policy simplification initiative** by translating 28 complex HR policies into **visual communication formats (comic-based storytelling)**, improving accessibility across digital platforms, comprehension, and user engagement.
- Designed **relocation and onboarding experience** for 100+ employees, covering mobility, housing, lifestyle, and cultural integration through structured **user guides**.
- Redesigned end-to-end **performance management user experience**, simplifying **appraisal journeys** and creating **user-centric toolkits** for employees and managers.
- Developed **behavioral frameworks**, translating organizational values into actionable behaviors across 5 cadres using **persona-based design**, and 3 departmental **playbooks**.
- Created a scalable **employee experience and recognition system** across 8 lifecycle stages (onboarding, performance, milestones, exit), using templates and communication systems.
- Delivered 15+ **visual design assets, presentations, and internal communication materials** for workshops, leadership stakeholders (including CHRO-level communication), and culture team initiatives.

Visual Designer - Nomoex Global

July 2024 - Aug 2025, Bengaluru

- Led creation of 100+ **digital and visual design assets** across Instagram, LinkedIn, and Twitter, improving brand consistency and driving 3x growth in **user engagement and impressions**.
- Designed **interactive presentations and marketing communication materials** for 15+ events, enhancing audience engagement and recall.
- Contributed to **UI/UX improvements** across website and app touchpoints, enhancing **visual hierarchy, usability, and brand alignment**.

UX Designer - Propel Tech. Group Inc

Jan 2023 - Jan 2024, Chennai

- Designed 50+ **web and mobile interfaces** for internal products and client platforms, ensuring **responsive and accessible (WCAG 2.1) user experiences**.
- Collaborated and contributed across 8+ client projects, aligning design decisions with **business and user goals**, and mapped 15+ **process flows to improve overall user experience and usability**.
- Designed **marketing and digital assets** (landing pages, banners, emailers), contributing to a 12% increase in campaign engagement.

Graphic Designer(Consultant) - Moolya Software Testing Pvt Ltd

Dec 2022 - Jan 2024, Remote

- Designed 100+ **digital and social media creatives**, ensuring **visual consistency and brand alignment** across campaigns.
- Created **presentation decks and communication assets** to support product marketing and engagement initiatives.

UX Designer Trainee - YUJ Designs

July 2022 - Sept 2022, Pune

- Participated in UX workshops to **understand user behaviors and business goals**, applying user-driven insights to **develop detailed design flows for client projects**.

Skills

UX & Product Design

User Experience (UX) Design · User Interface (UI) Design · Interaction Design · User-Centered Design · Human-Centered Design · Information Architecture · Usability · Heuristic Evaluation · User Flows · Journey Mapping · Service Design · Experience Design

Research & Strategy

User Research · Qualitative Research · Quantitative Research · Insights Synthesis · Persona Development · Problem Framing · Design Thinking · Systems Thinking

Design Execution

Wireframing · Prototyping · Visual Design · Layout Design · Typography · Visual Hierarchy · Branding · Visual Communication · Storytelling · Responsive Design · Accessibility (WCAG)

Design Tools

Figma · Adobe Illustrator · Adobe Photoshop · Adobe XD · Adobe InDesign · Adobe After Effects · Procreate · Blender 3D · Canva · Wix

AI Tools

AI-Assisted Design · ChatGPT · Claude · Google Gemini · Adobe Firefly

Education

M.Des – Design-Led Innovation

Srishti Manipal Institute of Art, Design and Technology · 2020 – 2022

B.E. – Mechanical Engineering

A D Patel Institute of Technology · 2015 – 2019

Achievements

Winners — Interaction Design, D'Source Corona Challenge 2020

IIT Bombay, 2020

2nd Prize — Ecology and Public Spaces

Everyday City Lab, 2022