

VAIDEHI YELKAWAR

Product Designer | Service Designer | AI-Assisted Workflows | MBA

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No Sponsorship Required

SUMMARY

Product Designer with an MBA and 6+ years designing products, the services around them, and the systems that make both hold. I've worked at both extremes: T-Mobile's unified design system inside a 500,000-person enterprise, and a wellness service I founded, designed, and ran 0-to-1 to paying customers. I design for the seams where products fail: between teams, between touchpoints, between what's promised and what's delivered. I connect UX research, service design, and systems thinking to measurable business outcomes. I use AI to accelerate research, synthesis, and exploration while keeping product judgment, design decisions, and accountability firmly human-led.

EXPERIENCE

Founder & UX / Service Designer, Vaidehi Yoga | Live Online Wellness Service (0-to-1)

Jan 2025 – Present | Remote

- Founded, designed, and operated a live online wellness service, owning product strategy, service blueprinting, onboarding, communications, pricing, and operations as the sole designer accountable for every outcome.
- Led product discovery through competitive analysis of 15+ wellness services, user interviews, and analysis of real customer inquiries, translating findings into a five-stage service blueprint connecting customer experience with operational delivery.
- Reduced onboarding friction by 50–60% through information architecture improvements and a structured registration flow that replaced fragmented message-based onboarding.
- Converted free pilot participants into paying customers within two months and sustained an average customer retention period of 5–6 months in a highly competitive wellness market, validating product-market fit through recurring revenue.
- Defined positioning and pricing strategy around a premium small-group model and demonstrated increased retention following a price increase.
- Built an AI-enabled research and content workflow that reduced synthesis and content-production time by approximately 40%, validating outputs against source data before informing product and business decisions.

UX Designer II, T-Mobile | Concurrent with MBA at UIUC

Jul 2022 – Jan 2023 | Remote

- Led UX research and documentation for Apeiron, T-Mobile's unified cross-platform design system, consolidating three legacy systems into a token-based source of truth.
- Authored Dialog component documentation and documented Buttons, Toggle, and Progress Indicators, defining purpose, anatomy, cross-platform specifications, and accessibility requirements through a standardized documentation framework.
- Defined WCAG 2.2 accessibility requirements including focus order, modal behavior, dismissal patterns, and assistive technology support, enabling consistent implementation across platforms.
- Documented a layered design-token architecture consisting of global, alias, and component tokens, enabling shared component libraries across T-Mobile and Metro brands in both light and dark themes.
- Delivered developer-ready documentation in Figma and Storybook that enabled 85% of designers to create consistent experiences across Web, iOS, and Android platforms.

Product Designer, Tata Consultancy Services

May 2018 – May 2021 | India

- Redesigned a digital banking activation experience by separating login and account activation into distinct user journeys, reducing onboarding time by 70% and contributing to a 110% increase in page traffic.
- Redesigned an enterprise HR onboarding platform, increasing engagement by 50% and reducing employee search time by 5x through information architecture and workflow improvements.
- Led UX design for an enterprise IT self-service portal that reduced support caseload by 62% and drove organization-wide adoption.
- Designed an enterprise IoT device-management platform that enabled global printer firmware updates, reducing service delivery time from days to minutes.

Business Analyst, Tata Consultancy Services & Polaris

Jul 2015 – Apr 2018 | India

- Gathered and documented business requirements, workflows, and functional specifications across enterprise IT and banking programs, collaborating closely with business stakeholders and engineering teams.
- Improved project delivery outcomes through workflow analysis, process documentation, and requirements management, contributing to delivery improvements of up to 40% and cost reductions of 25%.

EDUCATION

University of Illinois Urbana-Champaign, Champaign, IL

- Master of Business Administration (2021-2023)
Specialisation: Entrepreneurship & Strategic Innovation · GPA: 3.88 / 4.00

Yashwantrao Chavan College of Engineering, India

- Bachelor of Engineering, Electronics (2011–2015)

SKILLS

- **Product & Interaction Design:** End-to-End Product Design, 0-to-1 Product Design, UX Design, UI Design, Visual Design, Interaction Design, Information Architecture, User Flows, Wireframing, Prototyping, Design Systems, Component Libraries, Design Tokens, Responsive Design, Design Handoff
- **Research & Strategy:** User Research, User Interviews, Usability Testing, Contextual Inquiry, Survey Design, Personas, Competitive Analysis, Heuristic Evaluation, A/B Testing, Insight Synthesis, Product Discovery, Product Strategy, Data-Informed Design, Opportunity Identification
- **Service & Systems Design:** Service Design, Service Blueprinting, Customer Journey Mapping, Systems Thinking, Touchpoint Design, Content Strategy, Cross-Functional Collaboration, Stakeholder Management
- **Platforms, Accessibility & Process:** Web, iOS, Android, Cross-Platform Design, WCAG 2.2 Accessibility, Design Thinking, User-Centered Design, Agile / Scrum, Market Research, SWOT, PESTEL
- **AI-Augmented Workflow:** Generative AI for Research & Synthesis, AI-Assisted Ideation, Prompt Engineering, Workflow Automation

TOOLS

- **Design & Prototyping:** Figma, FigJam, Miro, Storybook, Adobe XD, Adobe Creative Cloud (CC)
- **AI Workflow Acceleration:** ChatGPT, Claude, Gemini, Perplexity, Notion AI
- **Product Management & Operations:** Jira, Confluence, Slack, Google Workspace

CERTIFICATIONS

- Google UX Design Professional Certificate
- 500-Hour Certified Hatha Yoga Teacher, Yoga Institute of Mumbai
- 200-Hour TTC (Yoga Shiromani), Sivananda Yoga Farm, Grass Valley, CA