

VAIDEHI YELKAWAR

Product Designer · UX & Service Design · MBA

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No Sponsorship Required

SUMMARY

UX Designer and CX Strategist with an MBA and hands-on experience building 0→1 products and service systems. Conducted primary research, designed end-to-end user journeys, and launched a live service converting free users into paying customers within 2 months. Translates ambiguity into structured experiences that improve clarity, conversion, and retention.

EXPERIENCE

Founder & UX / Service Designer · Vaidehi Yoga | Remote Jan 2024 – Present

- Conducted primary research across 15+ services (online & offline), synthesized insights into service design opportunities.
- Designed a complete end-to-end service system: user journeys, onboarding flows, IA, content strategy, and SEO.
- Launched free community classes and converted to paid offering within 2 months, validating product-market fit.
- Reduced onboarding effort by 50–60% through clarity-first UX design and structured communication.
- Built and scaled recurring cohorts (15–20 active users) with 5–6 month retention.
- Architected scalable service system, including automation-ready onboarding and payment infrastructure.

UX Designer II · T-Mobile · Role concurrent with MBA at UIUC | San Diego, CA Jul 2022 – Jan 2023

- Led UX research and documentation for Apeiron, T-Mobile's unified cross-platform design system, consolidating three legacy systems.
- Enabled 85% of designers to build consistent experiences across platforms.
- Defined purpose, usage guidelines, cross-platform specifications, and WCAG 2.2 accessibility standards for core components, including Design Tokens, Buttons, Select, and Dropdown — documented for Web, iOS, and Android.
- Delivered developer-ready documentation for Figma and Storybook.

Product Designer · TCS | India May 2018 – May 2021

- Redesigned HR onboarding system → 50% engagement increase, 5x faster search.
- Built an IT self-service portal → 62% reduction in support load.
- Improved banking onboarding → 70% faster flows, 110% traffic growth.
- Designed an IoT platform for enterprise-wide printer firmware management → reduced service time from days to minutes.

Business Analyst · TCS | India Jan 2016 – April 2018

- Gathered requirements from business stakeholders, documented workflow diagrams and functional specifications for development teams, and coordinated between business and technology workstreams on enterprise IT projects.

Business Analyst · Polaris | India July 2015 – Dec 2015

- Created comprehensive business documentation — workflows, requirements, and system diagrams — resulting in 40% reduction in delivery time and 25% decrease in project cost.

EDUCATION

MBA · University of Illinois Urbana-Champaign | Champaign, IL Oct 2021 – Dec 2023
Specialisation: Entrepreneurship & Strategic Innovation · GPA: 3.88 / 4.00

Bachelor of Engineering, Electronics · Yashwantrao Chavan College of Engineering | India Aug 2011 – May 2015

SKILLS & PROFICIENCIES

- UX & Service Design:** Service Design · System Design · Customer Journey Mapping · Information Architecture · Interaction Design · Usability Testing · Heuristic Evaluation · Prototyping · Wireframing · Design Systems · Content Strategy
- Research:** UX Research · User Interviews · Contextual Inquiry · Surveys · Competitive Analysis · A/B Testing
- Tools:** Figma · Miro · Adobe XD · Storybook
- Platforms:** Web · iOS · Android · Cross-Platform · Responsive Design · WCAG Accessibility
- Strategy:** Product Strategy · Market Research · Stakeholder Management · Agile / Scrum · SWOT · PESTEL

CERTIFICATIONS

Google UX Design Professional Certificate · Certified Traditional Hatha Yoga Teacher