

# Vaidehi Yelkavar

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\*No Sponsorship Required\*

## SUMMARY

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Innovative and detail-oriented UX designer with 2+ years of experience in product design, design systems, and usability testing. Proven ability to develop cross-functional design solutions that improve user adoption and drive business results.

## EDUCATION

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**University of Illinois Urbana – Champaign, Champaign, IL**  
Master of Business Administration | GPA:3.88 /4.00

October 2021 - December 2023

**Yeshwantrao Chavan College of Engineering, Nagpur, India**  
Bachelor of Engineering, Electronics | GPA:7.6 /10

August 2011 - May 2015

## PROFESSIONAL EXPERIENCE

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**T-Mobile | San Diego, CA**

July 2022 - January 2023

*UX Designer II, Product & Innovation Team, Design Systems*

- Drove the UX process for T-Mobile's first cross-platform design system, resulting in 85% of designers being able to rapidly design and build consistent experiences.
- Conducted market research to understand the competitive landscape and the latest trends in design systems.
- Defined the purpose, functionality, usage recommendations, best practices, cross-platform specifications, and accessibility considerations for core components like Design Tokens, Buttons, Select and Dropdown.
- Collaborated with a cross-functional team of UI designers, developers (Android, iOS, and Web), QA engineers, and accessibility specialists to build and ship components for Figma and Storybook Libraries.
- Presented final recommendations to key stakeholders across the entire T-Mobile ecosystem.
- Documented comprehensive guidelines detailing how and why components, styles, and patterns are applied for implementation across applications.

**Tata Consultancy Services | India**

January 2016 - May 2021

*Senior Product Designer, Employee Onboarding System*

- Worked alongside head of human resources to redesign the application by leveraging a user-centered design process increasing page visits by 50%.
- Improved internal operational efficiency and decreased business costs by reducing time spent on search by 5x.

*Product Designer, IoT Web-Platform*

- Collaborated with cross-functional teams to brainstorm ideas for product innovation and improvements.
- Designed an internal device management system to provide printer updates across the enterprise globally, reducing service time from days to a few minutes.

*UX Designer, IT-Support self-help website*

- Created design guidelines, style guides, and research insight documents.
- Developed prototypes for usability testing and presented results to stakeholders.
- Reduced support caseload by 62% and as a result, the solution was scaled company-wide.

*UX/UI Designer, Internet Banking Platform*

- Decreased prototyping time by creating a design system using Figma.
- Conducted heuristic evaluations for landing page optimization, resulting in a 110% increase in page traffic.
- Reduced customer onboarding time by 70% through simplifying user Login/signup journey.

**Business Analyst | Polaris | India**

July 2015 - December 2015

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

## PROFICIENCIES

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**Product Development Skills:** User-Centered Design, Requirements Gathering, Agile Development

**Strategy Skills:** Market Research and Analysis, Competitive Analysis, SWOT Analysis, GAP Analysis, PESTEL Analysis

**Design Skills:** User Flows, Wireframing, Information Architecture, Prototyping, User Experience Design, User Interface Design, Visual Design, Design Systems, Style Guides, Journey Mapping, A/B and Usability Testing, Responsive Design

**Research Skills:** Card Sorting, Contextual Inquiry, Interviews, Secondary Research, Surveys, User Research

**Design Tools:** Figma, Adobe XD, Miro, Sketch, InDesign, Photoshop

**Certification:** Google UX Design Professional Certificate