

Yakshith

Product Designer (UX-Focused)

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PROFESSIONAL SUMMARY

Product Designer (2+ years) with experience owning end-to-end UX for B2C platforms, dashboards, and responsive web products. Led user research, UX architecture, and UI execution for a mobile-first travel booking platform, working closely with founders and developers.

WORK EXPERIENCE

Product Designer – Basecampmart (Wyshkit)

May 2025 - Present

Led end-to-end product design for a multi-sided gifting e-commerce platform, covering customer-facing marketplace, vendor/partner portal, and admin operations system, with a strong focus on scalability, operations, and real-world feasibility.

Wyshkit – Gifting Marketplace

- Owned UX and UI design across the entire Wyshkit ecosystem, including main e-commerce platform, partner (vendor) center, and admin control panel.
- Contributed to early platform architecture decisions, balancing MVP constraints with long-term scalability.
- Conducted internal UX reviews and operational walkthroughs to validate designs against real e-commerce edge cases.

Product Designer – WebSort (Globethrough)

Apr 2024 - May 2025

Led 10+ product designs across apps, dashboards, and websites—collaborating with developers and the founder, while owning end-to-end design for Websort's flagship travel platform, Globethrough.

Globethrough

- Led UX from discovery to final UI across the full product ecosystem.
- Conducted user interviews and usability testing to identify booking friction and drop-offs.
- Designed and iterated a 4-step booking flow, achieving 85% task success rate.
- Defined information architecture and core user flows for search, booking, and checkout.
- Built reusable UI components to maintain consistency across platforms.

Bengaluru Chauffeurs

- Redesigned a mobile-first website for a premium chauffeur service to simplify booking and improve usability.
- Designed a streamlined 4-step booking experience to reduce user effort.
- Delivered a fully responsive design aligned with a premium brand perception.

UI Designer & Front-End Developer Intern - Zephyr Technologies

Aug 2023 - Sep 2023

Worked on dashboards and data-heavy interfaces for sustainability products.

EDUCATION AND CERTIFICATIONS

Google UX Design Professional Certificate

User Research, UI/UX Research, Persona (User Experience), Responsive Web Design, Cross Platform Development

SDM Institute of Technology – Bachelor of Computer Science and Engineering

Web Development, Fullstack Development, Artificial Intelligence, Machine Learning

CORE SKILLS

Product & UX

Problem framing & UX strategy, User flows & information architecture, Usability testing & iteration, Design systems & component libraries, Mobile-first & responsive design

Interface & Visual Design

UI systems, typography & layout, SaaS & B2C product interfaces, Visual hierarchy & consistency

Tools

Figma, Adobe Photoshop, Adobe Illustrator, Framer

Collaboration

Jira, Google Docs & Sheets, Slack