Yogesh Jeevan

Product Designer / UX Designer

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SUMMARY

AI-native product designer with 3 years shipping consumer (B2C) and SaaS products end to end, from research to high-fidelity UI and design systems. I explore in Claude Design and vibe-code working prototypes with Claude Code, while design decisions stay mine.

EXPERIENCE

Founding Product Designer (Part-time) · Doctiq — Mar 2025 – Present

Chennai, India · Clinic-management (EHR) SaaS

- Owned design of all 12 modules in 2 weeks as sole designer, covering edge cases and every empty, error, and loading state, plus a patient-facing booking site; live with 2 clinics and 1 hospital.
- Pilot clinics reported documentation time falling from ~5 min to ~45 s per consult and ~40% more after-hours bookings via AI.
- Simplified dense workflows for 3 non-technical staff roles; designed an AI Inbox with AI-to-human handoff and doctor approval.
- Built an 8-component design system with colour, type, spacing, and radius tokens, shipped as 12 React components.

Founder & Creative Head · Modent Me — Nov 2025 – Aug 2026

Chennai, India · Creative studio

- Ran a small creative agency for 3 clients: led client discussions and owned design, content strategy, production, and delivery with a small production team on an AI-augmented workflow.
- Increased clients' average views from ~300 to 30,000+, with some passing 100,000 and bringing real business enquiries, through humorous and informational videos and local influencer collaborations.

Product Designer · Strawberry Infotech (Client: Wall Street English) — Jul 2024 – Feb 2026

Chennai, India · Global consumer EdTech, 15+ countries, multilingual franchise network

- Cut onboarding time 13% and dropouts 19% by adding clear explainer copy and short explanation videos to the onboarding flow, used by a multilingual, multi-country franchise network.
- Grew Speak+ from 5 to 2,000+ paid subscriptions in 6 months by repositioning it from a standalone app into a core WSE feature.
- Lifted class bookings 7% by redesigning the dashboard to highlight upcoming classes with topic, timing, and a pre-class countdown.
- Built a 25+ component mobile design system with variants, from tokens to organisms, and maintained the web design system.
- Designed native iOS and Android flows with edge-case and error states, plus Lottie and Jitter motion graphics.

Product Designer (Freelance) · Swimingo & Ducima Analytics — Nov 2023 – Aug 2024

Remote & Chennai, India · D2C SaaS for swim academies; financial-operations platform

- Swimingo: Redesigned the instructor and customer apps, marketing site, and brand guidelines for the Swimingo rebrand.
- Swimingo: Founder-reported ~90% retention lift by month 3 after the revamp, with ~40% higher instructor satisfaction (survey).
- Ducima: Designed user flows and wireframes for travel-spend, multi-step approvals, and expense visibility.

Associate Software Technologist · CES — Mar 2022 – Jul 2023

- Built user-facing interfaces in React, JavaScript, HTML, and CSS on Node.js APIs in a cross-functional team.

PROJECTS

Aa NAD Design System · Open source · yogesh2806.github.io/Aa-NAD-Design-System · Figma

- Accessibility-first design system with 3 themes (incl. WCAG AAA): 249+ tokens and 45+ React components maintained on GitHub, mirrored in a Figma library of real components and variants, so design and code share one source of truth.
- Public docs site with colour, type, spacing, radius, and motion tokens, Atkinson Hyperlegible type, and visible focus states.

SIP Pause & Restart Flow · Fintech concept project · In progress

- Redesigning how investing apps handle a SIP stop in a market dip, and the way back (SIP stoppage ratio: 78.5% in Sep 2026).

SKILLS

Design: end-to-end product design, problem framing, user research (surveys, usability testing), user flows, wireframes, IA, interaction design, motion design and micro-interactions, prototyping, high-fidelity UI, visual design (typography, colour, layout), design systems, A/B testing, multilingual design, accessibility (WCAG), clear communication of design rationale

Tools: Figma (auto-layout, variants, components, Dev Mode), Figma Make, Claude Design, Claude Code, ChatGPT, Gemini, Lovable, Lottie, Jitter, HTML, CSS, GA, Hotjar, Maze, Miro, Jira, Notion; learning Microsoft Clarity, Amplitude, Mixpanel, and ProtoPie

EDUCATION

B.E. Computer Science and Engineering · R.M.K. College of Engineering and Technology · CGPA 8.21/10 — 2018 – 2022