Yashovardhan Shrivastav

Mumbai, India yashovardhanshrivastav@gmail.com (+91) 8459379406 in/yashovardhan-shrivastav-9a554a183 yashovardhan-portfolio-2026.netlify.app

SUMMARY

Senior Product Designer with 6+ years of experience designing and scaling B2B and B2C products from 0→1 to millions of users. I collaborate with founders, PMs, and engineers to create intuitive, high-impact experiences that drive growth, conversions, and business outcomes across SaaS, fintech, AI, creator economy, and consumer products.

EXPERIENCE

Product Designer | Independent | Mumbai, India | May 2024 - Present

- **TrainLoop AI (YC W25):** Founding Designer who built the entire design ecosystem: brand, website, product, design system, sales collateral, and investor decks. Created enterprise sales assets that helped close customers including Mercor, Pathos, and NollaMD, contributing to multi-million-dollar partnerships.
- **Buildofy:** Led the redesign of a 1M+ user consumer platform, improving information architecture, UX, and visual consistency. Increased conversions by 5%, engagement by 25%, and retention by 40%, while building a scalable design system.
- **Rekonsile:** Designed the 0→1 SaaS platform from MVP to production, including dashboards, workflows, website, and design system. Simplified reconciliation for Amazon sellers and D2C brands, supporting ₹100Cr+ in reconciliations and reducing customer queries by 30%.
- **Charge City:** Designed the first vendor-facing SaaS platform, replacing manual spreadsheet-based operations and reducing manual effort by 80%. Built role-based workflows and dashboards now used across 70+ locations by brands like Tata, Mahindra, Kia, and Hyundai.
- **Moneyfactory AI:** Led the redesign after a product pivot, improving onboarding and investment journeys. Increased conversions by 4%, engagement by 30%, and retention by 50%, while helping align the product with its new strategy and supporting seed funding from 10+ angel investors and HNIs.

Senior Product Designer | Terribly Tiny Tales | Mumbai, India | August 2021 - April 2024

- **Fambase:** Redesigned and scaled the creator platform across communities, live sessions, memberships, merchandise, and exclusive content. Owned UX/UI, branding, marketing assets, and design systems, helping onboard 1,000+ creators including India's top storytellers.
- **Tribe:** Designed a multi-stakeholder SaaS platform for brand managers, creators, and internal teams. Replaced fragmented workflows with centralized task management, approvals, file sharing, and campaign tracking through role-based dashboards.
- **TTT Academy:** Designed the end-to-end learning and hiring platform, including onboarding, cohorts, certifications, assignments, community, and job discovery. Built hiring workflows connecting 10,000+ students with 100+ brands for internships and full-time roles.
- **Growth, Brand & GTM Design:** Designed websites, landing pages, investor decks, sales collateral, and marketing campaigns across multiple products. Created fundraising decks for $5M–10M conversations and enterprise marketing assets for brands including Netflix, Tinder, Hershey's, Swiggy, and Cadbury.

Product Design Intern | Toddle | Bengaluru, India | January 2023 - April 2023

- **Help and Support Module:** Improved user support experience by designing intuitive documentation, interactive self-service content, and accessible information architecture, resulting in a 25% reduction in support tickets, 40% higher self-service adoption, and significant gains in engagement, discoverability, and content usability.

Communication Designer | Whitespace Brand Consulting | Bengaluru, India | May 2020 - April 2021

UX Design Intern | Meddo Health | Gurugram, India | December 2020 - February 2021

UX Design Intern | Covered by SAGE | New York, USA | December 2020 - February 2021

Visual Design Intern | EXA Mobility | Pune, India | May 2020 - August 2020

UX Design Intern | Actofit Wearables | Mumbai, India | June 2019 - August 2019

UX Design Intern | BigOHealth | New Delhi, India | May 2019 - July 2019

EDUCATION

Bachelor of Product Design | MIT Institute of Design | Pune, India | 2023 | 8.2

SKILLS

Product Design, User-Centered Design, Customer Experience, Design Thinking, Agile, Design Workshops, User Experience, User Interface, Wireframing & Prototyping, User Research & Usability Testing, Interaction Design, Design Systems & Component Libraries, Visual Design & Branding, Responsive & Adaptive Design.