Yashvi Modh, UX Designer II

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UX Designer with 3 years of experience designing scalable consumer and enterprise products across banking, automotive, and AI-driven platforms. Strong at translating complex workflows into clear, role-based experiences through close collaboration with product and engineering teams.

WORK EXPERIENCE

UST (UST acquired Moonraft) | UX Designer II | Jan 2024 - Present | Bengaluru

Experian – Global data, analytics, and credit reporting company serving businesses and consumers worldwide.

- Designed internal GPT-powered tools to streamline complex enterprise workflows, focusing on usability, trust, and seamless system integration.
- Applied user-centered design principles to ensure AI-assisted features were intuitive and meaningfully improved team efficiency.

Tata Motors – Multinational automotive manufacturer producing passenger and commercial vehicles globally.

- Designed service center tools for advisors by mapping workflows and pain points to improve task speed and operational efficiency.
- Simplified complex service processes into intuitive UX flows for use in high-pressure, real-time environments.

UST Optim – Enterprise internal platform for managing escalations, operations, and service workflows.

- Led the UX revamp of an internal escalation platform by restructuring information architecture and designing role-based dashboards and end-to-end escalation flows (creation, delegation, resolution).
- Defined guided workflows that reduced cognitive load, improved issue resolution clarity, and increased transparency across cross-functional teams.

Moonraft Innovation Labs | UX Designer | Feb 2023 - Jan-2024 | Bengaluru

Indian Overseas Bank – Indian public sector bank serving ~29M+ retail and corporate customers.

- Led the redesign of an internet banking platform serving ~29M+ users, improving usability, accessibility, and trust across retail and corporate journeys.
- Defined end-to-end user journeys and scalable, role-based workflows for complex banking actions (transfers, beneficiary management, account services), partnering closely with product and engineering to ensure secure and compliant experiences.

INTERNSHIPS

Hindustan Unilever Limited | Product Designer | Mar 2022 - Aug 2022 | Mumbai

- Developed an alternative packaging format for sachets, featuring multi-use, low-cost, sustainable packs for Clinic Plus hair shampoo, specifically targeting rural India.
- Enhanced the product interfaces and user experience in collaboration with product and development teams.

Nurture India Limited | Product Designer | Aug 2020 - Nov 2020 | Remote

- Designed home care products tailored for Indian consumers, including kitchenware and home-care.

EDUCATION

National Institute of Design, Ahmedabad, B.Des., Product Design   2018 - 22

St. Xavier's High School, Gandhinagar, Higher Secondary Education   2016 - 18

SKILLS

Design & Research: Heuristic Evaluation, Secondary Research, Competitive Analysis, Design Thinking, User Goal, User Journey, Persona, Jobs-to-be-Done, Sitemap, Information Architecture, Storyboarding, User Flows, Wireframes, Prototypes

Tools: Figma, Adobe Suite, ChatGPT, Sketch, Rhino 3D

ACHIEVEMENTS

Awarded 'Outstanding Graduation Project' at NID (2022)
Patent pending for Clinic Plus shampoo packaging at Hindustan Unilever Limited.

Fellowship at RISD (2021)
RISD Alumni Emergency Design Council Fellow.