



Yashodhan Mandke

ymandke91@gmail.com | www.yashmandke.com

Professional Experience (7+ years)

Senior UX Designer

Ecobee, Toronto, ON | Oct 2021 - Present

- Lead end-to-end experience design process for the ecobee website buyer and customer experience including research, interactions and visual design and user testing.
- Promoted best practices of UX for better collaboration between business, marketing and product teams within the organization.
- Conducted and designed design sprints for early discovery and product innovation. Mentored junior designers on the team through constructive feedback critique and lunch and learn sessions.

Senior Product Designer

Torstar Digital, Toronto, ON | Mar 2021 - Oct 2021

- Assisted in leading the vision for user experience as design leader on cross-functional product, marketing and editorial teams.
- Elevated the experience of The Star website and app through concepts that help users and deliver business results.
- Strengthened the cross-collaborative relationships between design and other teams by empathizing with other disciplines.

User Experience Designer

Element Fleet Management, Mississauga, ON | Nov 2020 - Mar 2021

- Conducted brainstorming sessions and requirement with the Element Business and Clients for the Ordering tool.
- Simplified the information architecture for the complex transactional application to give application users the best experience.
- Mitigated the cluttered legacy application and translated the user goals, motivations and needs into a future-proof ordering application through data-driven decision making.

Other Experiences -

For a total of 4 years, I have also previously worked as

- **Senior Product Designer** at AmeriGas, Philadelphia, OH, USA
- **User Experience Consultant** at Kroger Technology, Cincinnati, OH, USA
- **Adjunct Instructor** at Miami University, Oxford, OH, USA
- **Product Designer** at Snapdeal, Gurgaon, Haryana, India

Professional Summary

UX Research

Created culturally relevant products informed by research using methodologies such as contextual inquiry, ethnographic research, card sorting, and persona creation.

UX Architecture

Created Information Architecture, User flows as well as prototypes with a high degree of formal and functional detail.

Visual Design

Worked with various design teams to create components and interfaces to reinforce user engagement through an emotional connection.

Design Testing

Conducted Usability Testing, UAT to assess the effectiveness of the product and its alignment with the mental model of the users.

UX Management

Lead agile based teams and managed the UX standards delivery and implementation across the project.

Product Development

Collaborated with business stakeholders, product managers, developers, QA via engaging and empowering co-creative processes.



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Education

MFA in Experience Design

Miami University, Oxford, OH, USA | Aug 2016 - May 2018

- GPA: 3.8/4.0
- Courses: Experience Design Studio, Systems Design, Social Media Marketing, Digital Branding, 3D Visualization & Simulation, Interactive Business Communication, Writing for Design Audiences, Digital Innovation, Design for Access, Experience Design Thesis.

Master of Design

Indian Institute of Technology Guwahati, Guwahati, India | Jul 2013 - Jun 2015

- CPI: 9.02/10.0
- Courses: Visual Design Principles, Ergonomics, Design Methods, Form Studies, Graphic Design, Furniture & Future, Typography, Interaction Design, Information Design, Graphic Design Studio, Master's Thesis Project.

BFA Applied Arts

Savitribai Phule Pune University, Pune, India | Jun 2009 - Apr 2013

- Grade: First Class
- Courses: Visual Communication, Advertising, Publication Design, Environmental Design, Branding, Typeface Design.

Professional Certifications

UX Certificate (Management)

Nielsen Norman Group | May 2019

- Credential ID 1029794
- Exam based UX Certificate that demonstrates user experience expertise to management, colleagues, clients.

Hootsuite Platform Certificate

Hootsuite | May 2017

- Credential ID 10672112
- Industry-recognized certification that demonstrates the expertise with the world's most-used social media management platform to clients and employers.

Technical Summary

Skills:

Data Visualization
Information Architecture
Instructional Design
Interface Design
Journey Mapping
Persona Creation
Prototyping
Service Blueprinting
UX Research
Videography
Visual Design
Wireframing

Methods

A/B Testing
Affinity Clustering
Empathy Mapping
Ethnographic Research
Heuristic Review
Storyboarding
Useability Testing

Frameworks

Agile
Design Thinking
Systems Design
Scrum

Tools:

Adobe CC
Balsamiq
Figma
InVision App
JIRA
Sketch
UserTesting
Zeplin