

# Rishabh Yadav

## Senior Design Manager

+91 · 7417185512

[rishabhyadav0807@gmail.com](mailto:rishabhyadav0807@gmail.com)

[Portfolio link](#)

**10 years of experience** leading product design across B2B SaaS and consumer products in telecom, healthtech, marketplaces and early-stage technology companies.

Focused on **business impact, people leadership, AI-enabled design operations, scalable systems and end-to-end CX.**

WORK EXPERIENCE

Circles.Life / Senior Design Manager

OCT 2024 - PRESENT · BENGALURU / GLOBAL

- Lead design for **revenue and growth products** across Circles.Life's global telco SaaS, managing designers across **Payments, Martech and Loyalty**; contributed to **~6% MoM revenue growth** and reduced engineering effort by **20–30%**.
- Took **end-to-end design leadership for VNPT Vietnam**, leading a 4-member team to build a Gen Z-focused telco app across personalization, rewards, gamification and simplified journeys, targeting **5M users within the first quarter**.
- Co-led an **AI-assisted Journey Builder** enabling operators to create cohort-specific app journeys via conversational AI; introduced AI-enabled practices that reduced prototyping from **days to hours** and design-system work from **weeks to days**.
- Received the company's **top performance rating and Exceptional Performance Bonus** for VNPT — **first person from Design** to receive the distinction.

Hypergro.ai / Design Lead

JUN 2023 - SEP 2024 · BENGALURU, INDIA

- Established the **product-design function, processes and ways of working**, partnering directly with founders on product direction.
- Led end-to-end product experience from early concepts through execution, translating business ideas into scalable product experiences.
- Built reusable design foundations and collaboration practices to support the growing product and design organization.

EDUCATION

IIT Roorkee / B.Tech EE

2012 - 2016

DESIGN LEADERSHIP

Manage design teams across product delivery and people growth: **mentoring, performance reviews, hiring, workload allocation, career development and critique.**

Creating a **CX Handbook** that standardizes research, design process, review gates, AI usage, documentation, handoff, QA, stakeholder alignment and design-system governance across ~10 designers.

AI-ENABLED DESIGN

Introduced shared AI practices across **research synthesis, UX exploration, UI generation, prototyping, content/localization, design-system creation, documentation and stakeholder presentations.**

AWARDS

**Circles.Life:** Top performance rating + Exceptional Performance Bonus for VNPT; first recipient from Design

**Wah Jobs:** Outstanding Performance Reward 2019–20

**magicpin:** Most Valuable Player 2018–19

COLLABORATION

Executive presentations • Stakeholder workshops • Cross-functional leadership • Product & Engineering partnership • Brand & Marketing alignment • Design governance

CONTINUED • WORK EXPERIENCE

Apollo 24/7 / Design Lead

MAY 2022 - MAY 2023 • GURUGRAM, INDIA

- Spearheaded the **end-to-end visual and UX revamp of Apollo 24/7 and Apollo Pharmacy**, modernizing experience across a major digital healthcare ecosystem.
- Built and implemented a scalable **design system** while contributing to the design organization roadmap and broader product OKRs.
- Mentored **10+ designers**, improving design consistency, quality and collaboration across teams.

WaaH Jobs (OLX Group) / UX Designer II

JAN 2020 - JUL 2022 • BENGALURU, INDIA

- Led UX and research for products serving **blue- and grey-collar jobseekers**, combining interviews, focus groups, surveys, analytics, benchmarking and experimentation.
- Built the **WaaH Jobs Design System for Next Billion Users**, creating scalable patterns for web and mobile.
- Mentored design and research team members and received the **Outstanding Performance Reward 2019-20**.

magicpin / Senior Associate Design

JAN 2018 - JAN 2020 • GURUGRAM, INDIA

- Led a team of **2 designers** across UX of magicpin's hyperlocal discovery app and in-app gaming experiences.
- Partnered with Product and Engineering to launch an **AR game and a 3D endless-running game**, while helping establish the product's design-system and motion foundations.
- Received the **Most Valuable Player 2018-19** award.

CORE EXPERTISE

**Leadership:** People management • Hiring • Mentoring • Performance management • Career development • Design critique • Executive stakeholder alignment

**Product & CX:** B2B SaaS • Consumer apps • Monetization • Payments • Martech • Loyalty • Gamification • Growth • Journey design

**AI & Systems:** Research synthesis • UX exploration • UI generation • Rapid prototyping • Localization • Design systems • Documentation

**Research:** Surveys • Field research • Competitive benchmarking • Stakeholder workshops • Analytics • Journey mapping