Y2K

ABOUT ME

Hi! I am Yogesh Kanthale, a Product Designer born and raised in Pune, India with over 11 years of experience in digital products.

(Almost last 5 have been in UX).

I have a solid background in leading cross-sectional teams and designing web-based applications focused on user-driven decisions.

Future, I am always thinking about the people behind the data, looking for the best ways to fill gaps through user pain points.

Among my soft skills, I am an active listener, critical thinker, and team player who is open-minded and likes to work hands-on.

In addition, I am both self-directed and organised in each thing I undertake.

I consider myself a lifelong learner, and I believe in mixing ideas, concepts, and cultures to solve problems and make everyday life better.

EDUCATION HISTORY

Web 2.0 Certificate (UX & UI)
Edit Insitute, Pune | 2009-2010

PHP & Wordpress Certificate
Seed Insitute, Pune | 2012

Bachelor of Arts 2nd Yr.
YCMOU, Pune | 2021

LANGUAGE

ENGLISH & HINDI
Professional proficiency

MARATHI
Native proficiency

YOGESH KANTHALE

Product Designer

https://y2kanthale.github.io

📍 Pune, India   @ y2kanthale@gmail.com

HIGHLIGHTS

Onsite: eClinicalWorks, USA

2nd largest brand in Health Care (2015 - 16)

Volunteer: Mava, Mumbai

Mentor in MAVA and it the first men's organization in India - addressing gender issues (2006 - Present)

EMPLOYMENT HISTORY

Product Designer - Associate

Aviabird Technologies (Jan 2019 - Present)

- Headed UX project, collaborating cross-functionality with the team to identify pain points and improve user experience through design solutions.
- Articulated design decisions with data—strategised and conducted meaningful user research, collected customer feedback, then synthesized and presented the findings as design concepts.
- Developed remote UX workshops using user-centred approach methodologies for team members.

UX Consultant

J. Walter Thompson & Others (Jul 2016 - Dec 18)

- Conceptualized and designed workflows and wireframes and redefined prototypes.
- Created UX and UI deliverables to ensure that business expectations are successfully met.
- Collaborated closely with team members to conceptualise the design and prototype ideas for implementation on web-based applications.
- Built a detailed vision for the user experience considering all touchpoints.
- Developed a roadmap of what needs to happen to get the business from where you are today to where the company wants to be.

SKILLS

COMPETENCIES

Wireframing & Prototyping
Information Architecture
Workshop Facilitation
Design Thinking
Sketching
Card sorting / Treejack
User Journeys & Personas
Research / Usability Testing
Web Analytics / Metrics & KPIs
Design Sprint / Agile / Scrum
SEO / Optimisation
Consumer Insights

TOOLS

Figma
Sketch
Adobe XD
Photoshop
Illustrator
InVision
Flow Mapp
Optimal
Miro
VS Code

LINKEDIN

linkedin/in/yogeshkanthale

HOBBIES

Trekking

Cricket

Chess

Referances available on request

EMPLOYMENT HISTORY

Sr. Web Developer

Koru Technologies (May 2013 - May 16)

• Executed Pixel Perfect user interfaces web-based applications.
• Involved in the whole Application Development Life Cycle to coordinate with team members & interact with clients developers.

Sr. Web Designer

Vishesh Designs (Oct 2011 - May 13)

• Designed, prototyped and implemented improvments websites on the wordpress platform.
• Worked on various projects like Emailer, Landing pages, Mobile App, E-Commerce, Admin Dashboards.

Web Designer

Petals Informatics (May 2010 - Oct 11)

• Designed a layout and convert into websites for various government projects. i. e. MPSC & Setu.

Trainee Web Designer

ImagePoint Tech (Dec 2009 - May 10)

• Designed a bilingual web app.
• Redesined web banners, creating flash videos n all.

PROJECTS HIGHLIGHTS

Mahadhan

Product Designer (Jan 2021)

• Provided advice and support to team via video call on creating an industry-ready work in the line with best practices.
• Guided and encouraged aspiring UX Designers to improve their UX soft skills.

Aviahire (ATS)

Product Designer (Mar 2019)

• Prototyped wireframes, designed pages for Aviahire (ATS) for web-based and mobile platform.

Anguler Spree (E-Commerce)

Product Designer (Jan 2018)

• E-Commerce custmised framework of web-based and mobile platform, Prototyped wireframes, designed pages.