



Yooshan Chandran

Lead UX Designer with 14 years of experience in digital product design.

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Summary

Strategic UX leader with 14 years of experience designing enterprise digital products across HRTech, logistics, and e-commerce. Skilled in shaping end-to-end product experiences for B2B SaaS platforms including AI/ML tools, design systems, CRM, and ATS. Currently advising FedEx's global design team on UX strategy, hiring, and best practices.

Product Design Strategy

UX Vision & Roadmapping

Design Systems

Behavioral UX Insights

Design Process Optimization

Professional Experience

Experience Design Advisor · FedEx

September 2024 - Present

Bangalore, India

- Provide strategic UX counsel to FedEx's product and engineering leadership, shaping experience decisions across a suite of logistics and operations tools used by millions globally.
- Mentor design teams on UX best practices, design thinking, and UI consistency across platforms.
- Lead structured design critiques and review sessions, delivering actionable feedback that has measurably elevated design quality across 3 active product lines.
- Collaborate with product, engineering, and C-level stakeholders to define and align on user experience strategy across platforms.
- Own design hiring: evaluate candidates, conduct UX portfolio reviews, and provide structured interview feedback to build design team capability.

Lead UX Designer · Symphony Talent

Aug 2017 – Feb 2024

Bangalore, India

- Led UX design for a B2B SaaS HRTech platform (CRM + ATS), owning end-to-end design from discovery to delivery for over 6 years — serving enterprise HR clients with 500+ seat deployments.
- Defined and drove the product design vision for the core CRM team, streamlining recruiter workflows and reducing task completion time through iterative usability improvements.
- Spearheaded design system adoption across 4+ product teams, establishing shared components and guidelines that cut design-to-dev handoff time significantly.
- Designed AI/ML-powered features end-to-end — including candidate matching and smart job recommendations — delivering intuitive interfaces for complex algorithmic outputs.
- Produced wireframes, interactive prototypes, and high-fidelity mockups used directly in stakeholder sign-offs and developer sprints.

Senior UX Designer · Tacme

Aug 2015 – Jul 2017

Dubai, United Arab Emirates

- Designed and prototyped user interfaces for 15+ digital products across web and mobile, conducting user interviews, surveys, and heuristic evaluations to identify UX pain points.
- Led design sprints and cross-functional workshops, facilitating ideation sessions that aligned product, engineering, and business stakeholders on design direction.
- Partnered closely with development teams through implementation — advocating for design integrity while ensuring delivery within sprint timelines.
- Conducted ongoing usability testing to validate design decisions, iterating rapidly based on research findings.

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Production Designer · Amazon

Bangalore, India

Jan 2015 – Aug 2015

- Delivered pixel-perfect, web-ready design assets aligned with Amazon's style guides and brand standards, recognized for high-end promotional graphics with strong conversion focus.
- Crafted web templates that elevated brand presence and drove measurable engagement for key marketing campaigns.

Creative Designer · GroupM

Bangalore, India

Oct 2013 – Dec 2014

- Collaborated with copywriters, account executives, web developers, and marketing specialists to produce integrated campaign materials across print and digital.
- Liaised directly with clients and account managers to translate business objectives into compelling creative executions.

UI Designer · TTK Services

Bangalore, India

Dec 2012 – Oct 2013

- Played a key role in conceptualising site designs and graphic elements for HomeShikari, an in-house property services platform.
- Applied creativity and UX thinking to develop engaging, user-centric interfaces that improved the platform's visual clarity and usability.

Education

Master of Business Administration - IT

Jaipur National University

August 2015 - July 2017

Bachelor of Fine Arts - Applied Arts

KSO University

May 2009 - June 2012

Diploma in Multimedia- Graphic/Web Design and Animation

Aptech

April 2006 - March 2009

Certifications

- Design Thinking: Understanding the Process- Project Management Institute, Inc.
- Usability Testing & User Research- LinkedIn Learning
- UX Accessibility- Pluralsight
- Generative AI Skills for Creative Content: Opportunities, Issues, and Ethics- LinkedIn Learning
- Google AdWords Certification- Google Partners

Skills

Design Tools:

Figma · Adobe XD · Sketch · Invision · Photoshop · Illustrator

Collaboration:

Miro · Mural · Figjam · Jira · Confluence

Research & Analytics

Hotjar · Pendo · Adobe Analytics · Google Analytics · Usability Testing · User Interviews · Heuristic Evaluation

AI/ML UX

Generative AI Product Design · Prompt UX · AI Feature Design · ML Output Interfaces · Conversation Design

Development:

HTML · CSS · Javascript · AEM (Adobe Experience Manager)

Methods

Design Thinking · Design Systems · Accessibility · Agile/Scrum