Yallaling Naik

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Portfolio: www.yallaling.design

I am a UX and Service Designer dedicated to transforming complex data into clear, inclusive user journeys. Driven by a commitment to build inclusive, accessible products and experiences that solve user and business challenges and deliver equitable outcomes. Skilled at crafting clear service blueprints, empathetic customer journeys, and intuitive decision-support tools. Outside of work, I am a traveller, an aviation enthusiast, a history nerd and a culinary creative. I am looking for my next challenge and am ready to move to join a mission-driven team.

Experience

Freelance UX and Service Design Consultant   **August 2022 - Present**
- Designed Minimum Viable Product (MVP) and Minimal Marketable Feature (MMF) for a travel & experience platform, aligning journeys and wireframes with business strategy.
- Conceived a tennis coaching app, creating intuitive training flows and features to help users improve skills and prep for tournaments.
- Spearheaded accessibility audits of existing interfaces, identifying and resolving WCAG 2.1 AA non-compliances.
- Coached and mentored students at Rotterdam School of Management on product development, technology management, and competitor analysis.

PowerWeb Institute, Delft University of Technology   **Delft, Netherlands**
UX Researcher   **June 2024 - December 2024**
- Applied systems thinking to create a framework and model assessing social equity in energy production.
- Modeled stakeholder ecosystems and translated findings into multimedia learning modules for energy justice.

Cognizant   **Hyderabad, India**
Associate UX Designer   **July 2021 - May 2022**
- Delivered UX projects for global clients using Agile & Scrum methodologies, aligning design outcomes with business objectives and embedding accessibility standards (WCAG 2.1) into all product phases.
- Designed an internal supply chain management tool for PepsiCo, improving usability and reducing decision-making time.
- Co-designed a custom design system for enterprise tools of PepsiCo, reducing product development time by 50%.
- Facilitated knowledge building workshops for design teams of Cognizant.

KPMG   **Delhi, India**
Internship   **Jan 2021 - Mar 2021**
- Developed marketing collaterals in collaboration with stakeholders from business and consultancy verticals.
- Created pitch decks for domestic and international clients.

RemoteState   **Delhi, India**
UX and Service Design Internship   **April 2020 - December 2020**
- Led end-to-end service design for Precium hotel revenue management platform, mapping customer journeys and service touchpoints to achieve 90% faster room pricing and 50% faster onboarding.
- Built scalable and responsive UI prototypes.
- Conducted exploratory research and created journey maps to uncover key usability pain points.
- Collaborated with developers and business leads to align tech specs with user needs.
- Created the brand identities of RemoteState, Red Sky Hospitality and Precium India.

Education

Delft University of Technology   **Delft, Netherlands**
MSc Strategic Product Design, Industrial Design Engineering   **September 2022- August 2024**
Teaching Assistant for the courses Design Roadmapping, Managing Product Innovation and New Product Economics

Indian Institute of Information Technology, Design and Manufacturing   **Jabalpur, India**
Bachelor in Design (Specializing in UX Design)   **July 2017- May 2021**
Member of the Design Innovation Council
Awarded the director's silver medal for contribution to cultural activities in the institute

Notable Projects

Master Thesis - TU Delft   **Delft, Netherlands**
Seeing Green: Data Visualisation as a Catalyst for Hydrogen-Powered Decarbonisation   **March 2024- August 2024**
- Designed a decision-support service for Dutch hydrogen infrastructure planning by mapping multi-actor ecosystems, aligning stakeholder goals, and visualising data for strategic decisions for long-term planning.

LG x TU Delft   **Seoul, Korea**
Flight Case Project   **February 2023- August 2023**
- Developed sustainable service models for circular economy adoption with LG in Korea and the Netherlands, conducting behavioural and participatory research while delivering service blueprints, market entry strategies, and localisation tactics.

IIIT Jabalpur and MP State Load Dispatch Center x IIIT Jabalpur   **Jabalpur, India**
UX Designer   **Dec 2019 – Dec 2020**
- Researched operator workflows, mapped end-to-end service processes, and designed new dashboards for improved decision-making in real-time grid management, improved efficiency by 70%.

Awards and Achievements

Runner-up, Dutch Cleantech Challenge 2023: Recognised for designing a concept and market strategy for sustainable data centres.
Winner, D'source Corona Design Challenge 2020: Awarded in the Storytelling and Narrative category for designing a storybook to help children cope with staying at home during COVID lockdown.
Winner, Design X Social Innovation Challenge, UX India 2019: Awarded for designing a digital platform utilizing gamification to promote safe driving behaviour.

Skills

Service Design & Systems Thinking: Service blueprinting, ecosystem mapping, customer journey creation
Strategic Design: Translating research insights into business-aligned concepts, defining product vision, aligning strategy with organizational goals
User Experience (UX) Design & Research: UX design, user interviews, usability testing, journey mapping, contextual inquiry, prototyping, information architecture, accessibility design, A/B testing
Facilitation & Collaboration: Leading workshops, enabling cross-functional co-creation, building stakeholder alignment
Visualization & Storytelling: Communicating complex ideas through data visualization, interactive prototypes, and brand communication
Tools: Figma, Framer, Webflow, Power BI, Tableau, Miro, Adobe Suite, SPSS, Atlas.ti, Jira, MS Office, MS Project, SQL
Languages: English (fluent), Kannada (native), Hindi (fluent), Dutch (basic)