

VED ACHARYA

Senior Product Designer | UX/UI Designer

✉ vedacharya120@gmail.com

Express Entry: E004291340

☎ +91-6351118584

in [ved-acharya-b54983158](https://www.linkedin.com/in/ved-acharya-b54983158)

📍 Bangalore, India

🌐 uxdved.com

PROFILE

Senior Product Designer with 5+ years of experience designing SaaS, enterprise, fintech, and workplace products across mobile and web platforms. Skilled in end-to-end product design, user research, interaction design, design systems, accessibility, and cross-functional collaboration. Proven track record of launching new products, improving user journeys, scaling design systems, and delivering intuitive, business-aligned experiences.

PORTFOLIO

To view my portfolio, visit uxdved.com

CORE COMPETENCIES

Product Design

UX Design

UI Design

End-to-End Product Design

User Research

Interaction Design

Information Architecture

Wireframing

Prototyping

Usability Testing

Journey Mapping

Design Systems

Accessibility

WCAG

SaaS Products

Responsive Design

Mobile App Design

Web Applications

Product Strategy

Stakeholder Management

Cross-Functional Collaboration

Workshop Facilitation

Agile

Scrum

Mentorship

CERTIFICATIONS

HFI – Certified Usability Analyst (CUA)

Google UX Design Certification

PROFESSIONAL EXPERIENCE

Senior Product Designer

Bangalore, India

WeWork India

Mar 2025 – Present

- Leading end-to-end product design for workspace management tools, transforming them into scalable SaaS solutions that support broader adoption and long-term product growth.
- Driving the evolution of the WeWork app by launching products such as Day Pass Plus and Private Offices, while improving user journeys by 60% across both mobile and web experiences.
- Owning and scaling WeWork India's design system to support new product lines, ensure design consistency, and streamline collaboration across product and engineering teams.
- Delivering accessible, user-centred experiences by aligning product strategy, user needs, and business goals, while collaborating with cross-functional stakeholders to prioritise opportunities and drive solutions that improve usability and platform adoption.

Mid-Weight Product Designer

Remote - under BrosCo, UK

Contract - British Petroleum

Sep 2024 – Dec 2024

- Improved the Ernify app (British Petroleum B2C) experience, increasing task completion rates by 25% through streamlined flows and reduced user friction.
- Designed Amazon Prime integration for Earnify users, contributing to a 30% increase in engagement during the initial launch phase.
- Worked within the BP Core Design System to create scalable, consistent experiences across digital touchpoints.
- Collaborated with global stakeholders across multiple regions to deliver user-centered solutions aligned with business and product goals.

Product Designer

India

Zazzy Design Studio

Aug 2023 – Sep 2024

- Led product design for the Interpolitan Money app, a UK-based fintech platform focused on secure and seamless international financial experiences.
- Revamped Melooha's experience journey, reducing onboarding time by 40% and increasing feature adoption by 20%.
- Redesigned digital experiences for startup clients, improving usability and strengthening overall product experience across key workflows.
- Mentored junior designers and contributed to stronger design quality, collaboration, and team efficiency.

UX/UI Designer

India

Tech Holding

Dec 2021 – Jul 2023

- Contributed to event e-commerce experiences for FIFA 2026, supporting research, journey mapping, wireframing, and usability testing.
- Led website and product design initiatives for URW Airports, improving user experience across digital platforms.
- Built and maintained a scalable design system that reduced design-to-development handoff time by 30% and improved delivery consistency.

IBM Enterprise Design Thinking
Co-Creator

IBM Enterprise Design Thinking
Practitioner

IBM Team Essentials for AI

UX Design Fundamentals, Udemey

TOOLS

Figma

Sketch

Adobe Creative Suite

Photoshop

Illustrator

Jira

Confluence

UX/UI Designer

India

Ciright Inc.

Jan 2021 - Dec 2021

- Designed CRM and mobile application experiences for Tristate HVAC Solutions, improving workflows and usability for operational teams.
- Worked closely with developers to support API-integrated product experiences and ensure smooth implementation of design solutions.

EDUCATION

Bachelor of Computer Applications
(Design & Applied Arts)

India

Gujarat University

2020