Aditya Yaduwanshi
User Experience Designer

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" With over 8 years of UX design experience, I have a profound interest and expertise in human psychology, usability principles, interaction design, and aesthetics.
I have designed highly successful products across a broad spectrum of domains, ranging from complex SaaS and mobile applications for researchers to top-charting games enjoyed by millions of users globally."

Experience: 8+ years

Zynga Games, Bangalore
Senior Experience Designer
Present
Oct 2022

Leading the UX function of **CSR2**. Built, mentored, and managed the UX team. Designed the end-to-end experience of various successful features with measurable UX metrics and impact.
Additionally, UX Council member for organisation-wide strategy and planning for the UX vision, UX practices, hiring, and JFA.

Electronic Arts, Hyderabad
Experience Designer
Oct 2022
Jul 2020

Led the UX function of **The Sims Mobile**, conceptualised and designed the experience of some of the most successful features in close collaboration with project managers, game designers, and product owners.
Monitored the UX for multiple EA titles such as Bejeweled Stars, PVZ Free, and PVZ1: Heroes.

SAS R&D Center, Pune
Senior UX Designer
Jul 2020
Dec 2019

Designed Enterprise UX for intricate and complex portals of logical models to analyse data and predict various risks in the banking sector for credit risk modelling and decision-making.

Persistent Systems limited, Pune
UX Lead
Nov 2019
Dec 2017

Worked in a variety of domains and on large projects in close collaboration with PMs, developers, and major clients like **Thermo Fisher, Salesforce, IBM, and T-Gen**. Took complete UX ownership, aligning user and business needs.

Persistent Systems Limited, Pune
Senior UX Designer
Dec 2017
Jul 2016

I began my career and started working on hight impact client projects, handling everything from requirement gathering to delivering successful UX design solutions.

Education

Indian Institute of Technology,Guwahati
2016
2014

Master Of Design (M.Des)
Human Computer Interaction,
Game Design

J.S.S. Academy of Tech. Education, Noida
2012
2008

Bachelor of Technology (B.Tech)
Computer Science and
Information Technology

Leadership

Member of the Zynga-i UX Council
Design Workshops and 1:1 Mentorships
Growth planning and sessions for juniors.
Establishing JFA and hiring criteria

Skills

Tools:

Pencil	Photoshop
Figma	Unreal Engine
Protopie	Autodesk Maya
After Effect	Autodesk 3Ds Max

Prototyping:
Figma - Low to high fidelity mockups & Interactive Prototyping
Protopie - Advanced / Complex Interactions
After Effect - Advanced Motion Design
Photoshop - Visual Design / Assets

Design: Strategy and vision by presentations and storytelling. Solutions by critical thinking, empathy, design methods and collaboration.

Research: User Interview (Online and Offline)
User Behaviour (Usability Lab Observation)
Data Analysis (Appannie, GameRefinery)
A/B Tests, UX KPIs & UX Experiments

Language

Hindi, English (Fluent in both)