# Yogesh Srirengan

## Design Lead

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## Who am I

Around **10 years of experience** in design field.

Currently dedicated to building and leading design teams with a strong emphasis on **creativity and experimentation**, fostering a culture of innovation, diverse perspectives, and providing the necessary resources and support to empower team members to push boundaries and explore new design possibilities.

## Skills

User-Centric Leadership
Design Thinking
User journey mapping
Information architecture
Wireframing / Prototyping
User Research / Testing
UI / Interaction design
Leadership / Mentorship
Stakeholder Management
Product Strategy Alignment

## Tools

Figma, Sketch, Miro, Notion, Jira, After effects

## Languages

English, Hindi, Tamil

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## Director - UX Design

### Aug 2019 - Present

DREAM11
Dream11

- Leading design practices for India's largest Fantasy gaming app with main focus on Rewards, Gamification, Social and Acquisitions
- Identifying user problems and needs and performing root problem analysis to identify user-first features and improvements and identify high growth areas
- Creating product roadmaps with stakeholders for various product verticals and manage teams of multidisciplinary designers to execute feature and product ideas
- Guiding teams to innovate through experimental features, fostering creativity, and driving progress in uncharted territories such as Web3, Gaming etc.

## Senior Manager - Design

### Oct 2016–Jul 2019

RIVIGO
Rivigo

- Spearheaded the design RIVIGO's customer-facing mobile application and web portal, driving the digital transformation of India's logistics sector by facilitating seamless interaction between consignors, transporters, and truck suppliers, resulting in increased efficiency and transparency.
- Led the design team of operational support tools for empowering RIVIGO's field agents to optimize logistics operations through data-driven insights, significantly enhancing task efficiency

## UX Designer

### Jul 2014 - Sep 2016

Vconnect
VConnect

- Designed mobile app VConnectBuy for VConnect, an ecommerce company for Sub-Saharan African countries with focus on compelling visuals, user-friendly interfaces, and seamless experiences, driving engagement and brand loyalty

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## Achievements

**Think Big Award – 2019**

Awarded for ideating and creating fast and seamless ewaybill generation portal

**chefkunalkapur.com - 2014**

Designed website for Celebrity Chef Kunal Kapur of MasterChef India fame

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## Education

**B.Tech – IT**

Delhi Technological University
Aug 2010 - Aug 2014

## Interests

Video Games, Fantasy novels, Reddit, Trivia, Anime, Cricket, True crime documentaries, Cooking, Bad reality shows