



Yash Deshpande

Design Leader @ Bengaluru, India

Portfolio ↗

10+ Years of Work Experience



PhonePe

India's largest Fintech, provides consumer and merchant payments solutions. 600M+ consumers, 50M+ Merchants.

1 in 3 Indians are on PhonePe

Design Manager - Online Merchants, Platform, AI

April '25 - Current

- Built and managed a team of 4 people, to deliver work across 3 huge charters (30+ products).
- Lead all design strategy and delivery for all Online Merchants, this consists of both the consumer and the merchant side of the B2B2C Payment Gateway, and any links it has with PhonePe's Merchant & Consumer Ecosystem . This included a complete product revamp.
- Lead all design strategy and delivery for the PhonePe for Business on web for 50M+ merchants and partners, this includes the Merchant Web Portal & Partner Web Portal.
- Conceptualised and shipped AgentHub, a product that helps create in house AI Agents using local LLM deployments. This features an inhouse Agent Creation, Workflow, Cowork tool. Solved for several conversational AI & Model Training nuances for this.

Lead Product Designer - Platforms, AI

December '23 - April '25

- Built and grew Platform and AI charter from scratch
- Managed Design and Product Management responsibilities for Pulse, an initiative by PhonePe that makes Indian Payment Data open source
- Contributed to the sales strategy and pitch deck reform for Guardian, a Fraud and Risk Mitigation Suite, that helped acquire several channel partners & clients
- Conceptualised and built 12 0 → 1 products across Access Management, Fraud and Risk Assessment, Experimentation, Accounting etc.



Dream11

India's largest Fantasy Sports platform, 300M Users, 15M Concurrent users

Design Specialist L3 - Developer Experience, Platform

July '22 - November '23

- Contributed to the redesign of the 'Create Team' flow of the Dream 11 app. (150 Cr+ Users)
- Conceptualised & built 0 → 1 products for Cluster Management, AI based scaling and CI/CD. Helped save millions in infrastructure costs
- Built features for products handling data streaming, user cohorts and A/B testing



WorkIndia

Blue collar hiring market place. 40M+ Candidates, 3.8M companies

UX Designer -Solo Designer, All things design

April '21 - July '22

- Operated as the sole designer for the multi-platform candidate and employer job marketplace.
- Increased retention in the registration funnel by 70% on the job seeking app.
- Part of a 4 person online revenue POD who increased revenue by 2.5x over a period of 3 quarters.
- Re-designed and improved payments funnel on the employer product by 40%.
- Increased online revenue by ~20%, through UX initiatives exclusively.
- Optimized the landing page for higher user acquisition.



eQ Technologic

A Data Platform, helps with data retrieval, analysis & migration

UX Designer - Data Migration & Integration

Apr '19 - Apr '21

- Created and Implemented a Design System with a team of 4 people.
- Created user stories, wireframes and high fidelity prototypes for a Backend API Development & Data Migration product suite.
- Lead a complete UX revamp effort for the product suite, while stabilising the product amidst an evolving Design Language System in a phased manner.
- Created and onboarded all stakeholders to an organisation wide UX design and audit procedure, managed all outgoing prototypes.



Saba Software

A suite of HR Tech products, pioneer of Learning Management Systems

Designer + Front End Dev - Performance & Compensation Management

Jan '16 - December '18

- Learn how you can strengthen compliance and drive growth by unifying your learning, content, and data in a Cornerstone LMS demo.

Design Events I've spoken at



Figma Maker's Collective



DesignUp '25

Education

Dhirubhai Ambani University

Gandhinagar, Gujarat

Bachelor of Technololgy - Information & communication Technology

May '12 - July '16

- Graduated with a B.Tech ICT degree, a curriculum at DA-IICT has given me knowledge of Information Technology, Humanities, Electronics and Communication Technology with a completion of 144 credits in the a combination of the above.
- Part of the Student Body Government as a part of the Anti-ragging committee and the Music Club committee. A member of the Google Developer Group and a small forward on the college basketball team.

British International School, Pudong

Shanghai, China

IB Diploma

July '10 - May '12

- Higher Level Subjects: Economics, Information Technology, Physics
- Standard Level Subjects: Math, English & Spanish
- Auxiliary Subjects: Theory of Knowledge

IGCSE

July '08 - May '10

- Subjects: English, Math, Mandarin, Science, Design & Technology, Economics, Physical Education