

Yash Sonwaney

Product Designer | Strategist | AI-Native Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with 7+ years designing complex enterprise B2B SaaS and consumer products end-to-end, from user research through high-fidelity UI. Owns 0-to-1 product design in fast-paced, cross-functional teams, and stays effective amid ambiguity and shifting requirements. Simplifies dense workflows through information design and interaction design, builds and maintains design systems that scale across product lines, and grounds decisions in user research, usability testing, and product metrics. Designs AI product experiences with human-in-the-loop controls, and prototypes fast with AI tools (Cursor, Claude Code, Lovable, vO) alongside expert Figma.

WORK EXPERIENCE

Parsons Entrepreneurship Lab (E-Lab)

Sept 2025 – Jun 2026

Design Strategist

- Designed and prototyped Brofolio, an anti-bias training tool that shows venture capital allocators how they evaluate founders, by building AI-enabled prototypes through vibe coding (Claude Code) and AI tools (ChatGPT, ElevenLabs, HeyGen, Lovable, vO)
- Surfaced biased question framing in early-stage investment decisions, by running within-subjects experiments where investors acted as their own control and testing anonymized against traditional pitches with real users

Disruptive Edge

May 2025 – Dec 2025

Innovation & Strategy Intern

Innovation advisory firm

- Grew the GORE-TEX Accesswear pilot from 1 to 120+ active subscribers (~12,000% growth) at a 10/10 NPS, by redesigning the UX, checkout, and pricing as sole designer
- Lifted the best acquisition ad to 6.56% CTR at \$0.24 CPC, by rebuilding the purchase funnel and lifecycle from 106+ user interviews and 32 usability sessions

Hewlett-Packard (HP)

June 2023 – July 2024

Senior Product Designer

- Reached 100M+ customers across 25+ printer programs on one shared Figma design system, by owning it end-to-end and standardizing the team's design process; first product rated 4.5/5 on Amazon
- Raised SUS scores 27% and NPS from 6 to 9 out of 10 across developed and emerging markets, by turning dense, multi-step hardware workflows into intuitive interaction and visual design through information design
- Cut time to market by 4 months and lifted team productivity 32%, by leading a process-transformation initiative
- Mentored 4 junior designers and ran design critiques, building a culture of feedback across the team

Hewlett-Packard (HP)

Apr 2020 – Jun 2023

Product Designer

- Drove 2M printed pages across 60K active users in its first market launch, by designing and shipping the HP Printables web platform (B2C) and the HP Learning pilot
- Held interaction and visual consistency across iOS and Android in the HP Smart app, by designing responsive, cross-platform experiences from research to launch
- Presented insight-led recommendations to senior leadership, by running 6 UX research studies end-to-end and benchmarking 16 platforms

Accenture

May 2017 – Apr 2020

Product Designer

- Earned Bloomberg and Accenture.com coverage and doubled platform engagement, by designing the SENSE clinical-trial decision platform end-to-end (interaction and visual) across portfolios of 200+ studies
- Drove digital-transformation initiatives, by delivering dense enterprise dashboards for pharma, finance, and travel clients and directing Design Thinking workshops with 30+ stakeholders

SELECTED PROJECTS

GORE-TEX Accesswear: 0-to-1 service and growth design (Disruptive Edge)

Grew a circular outerwear subscription from 1 to 120+ active subscribers (~12,000% growth) at a 10/10 NPS, by redesigning the UX, checkout, and pricing and rebuilding the funnel from 106+ user interviews.

Tempo (GreenBox): AI intelligence layer for wealth advisors

Delivered a validated 3.5-year roadmap and a working AI prototype for a data-heavy fintech tool, by defining how advisors supervise and act on AI suggestions and unifying an 8-tool stack into one surface.

HP Scale UI: one design system for 100M+ customers

Shipped 25+ printer programs on a shared design system across a 2.7" to 22" responsive range, serving 100M+ customers at 4.5/5 on Amazon.

EDUCATION

MS, Strategic Design and Management, Parsons School of Design, The New School

Completed June 2026

Relevant coursework: AI-Enabled Design, Product Strategy, Design Research Methods, Systems Thinking

B.Des, User Experience Design, Symbiosis International University

2013 – 2017

SKILLS

Product Design: End-to-End Product Design, 0-to-1, Enterprise B2B SaaS, Interaction Design, Visual Design, Information Architecture, Design Systems & Pattern Libraries, Responsive / Cross-Platform (Web, iOS, Android), Accessibility (WCAG)

Research & Strategy: Qualitative & Quantitative User Research, Usability Testing, Co-Design, Journey Mapping, Product & UX Strategy, Systems Thinking, Translating Research and Metrics into Design

AI-Native Design: AI/ML Product Design, Human-in-the-Loop Controls, Designing for Non-Deterministic AI, AI Prototyping (Cursor, Claude Code, Lovable, v0)

Tools: Figma (Expert), Adobe Creative Cloud, Framer, Miro, HTML/CSS/JavaScript, Jira, Airtable