

Yash Sonwaney

Senior Product Designer | AI-Native | Enterprise SaaS

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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, v0) alongside expert Figma.

CORE COMPETENCIES

End-to-End Product Design

Enterprise B2B SaaS

Figma (Expert)

Interaction Design

Design Systems & Pattern Libraries

Prototyping & High-Fidelity UI

User Research & Usability Testing

Visual Design

AI-Native Product Design

Human-in-the-Loop AI

0-to-1 Product Design

Accessibility (WCAG)

Systems Thinking

Product & UX Strategy

Information Architecture

Cross-Functional Leadership

WORK EXPERIENCE

HP Inc.

June 2023 – July 2024

Senior Product Designer

Bangalore, India

- Owned end-to-end product design for control-panel experiences across 10+ globally launched programs as sole designer, from user research through high-fidelity UI and engineering handoff
- Simplified complex multi-step workflows through information and interaction design, specifying states, transitions, feedback, and recovery paths for live hardware
- Drove data-driven decisions from behavior analytics and usability testing, raising SUS scores 27% and NPS from 6 to 9 out of 10 across developed and emerging markets
- Built and maintained Figma design systems and pattern libraries that held consistency and accessibility across product lines, and standardized the team's design process
- Led a process-transformation initiative that cut time to market by 4 months and lifted team productivity 32%
- Mentored 4 junior designers and ran design workshops, building a culture of feedback and critique

HP Inc.

Apr 2020 – Jun 2023

Product Designer

Bangalore, India

- Designed and shipped the HP Printables web platform (B2C portal), owning information architecture, interaction design, and visual design from concept to launch
- Designed responsive, cross-platform experiences for iOS and Android within the HP Smart app, holding interaction and visual consistency across surfaces
- Ran 6 UX research studies end-to-end, from protocol and screener through moderation, analysis, and synthesis, then presented insight-driven recommendations to senior leadership
- Partnered with PMs and engineers in a fast-paced agile environment, iterating rapidly against user feedback and changing requirements

Accenture

May 2017 – Apr 2020

Product Designer

Bangalore, India

- Designed complex enterprise SaaS dashboards and analytics platforms for pharma, finance, and travel clients, focused on situational awareness, information hierarchy, and data-dense interfaces
- Delivered end-to-end product design for data-heavy workflows, including scientific analytics tooling used by 30+ researchers
- Directed Design Thinking workshops with 30+ stakeholders, facilitating ideation that drove digital-transformation initiatives across cultures and time zones

Parsons Entrepreneurship Lab (E-Lab)

Sept 2025 – Jun 2026

Research Assistant

New York, NY

- Drove product development for Brofolio, an anti-bias training tool that showed venture capital allocators how they evaluate founders, reducing unconscious bias in early-stage investment decisions
- Built and tested AI-enabled prototypes through vibe coding (Claude Code) and AI tools (ChatGPT, ElevenLabs, HeyGen, Lovable, v0), iterating on avatar-based pitch anonymization, voice modulation, and gender-neutral framing
- Designed and ran within-subjects experiments where investors acted as their own control, testing anonymized against traditional pitches with real users to surface biased question framing and decision patterns

Disruptive Edge

May 2025 – Dec 2025

Innovation & Strategy Intern

New York, NY | Innovation advisory firm

- Led 0-to-1 service design research for the GORE-TEX Accesswear pilot, running qualitative consumer-behavior research to validate new revenue streams and product-market fit
- Co-designed with customers through in-depth interviews and participatory methods, translating insights into actionable design recommendations
- Synthesized research into strategic deliverables and presented design solutions to client leadership, iterating on feedback

SELECTED PROJECTS

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

Led 0-to-1 service design research for the Accesswear pilot, running qualitative consumer-behavior research to validate new revenue streams and product-market fit, then presented design recommendations to client leadership.

Tempo (GreenBox) - AI intelligence layer for wealth advisors

Designed and validated a working AI prototype and a 3.5-year roadmap for a data-heavy fintech tool, defining how advisors supervise and act on AI suggestions; unified 8 tools into one surface.

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

Shipped 25+ printer programs on a shared design system spanning 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

2024 – 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, Data-Driven Decision Making

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