

Radha Yederi

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Professional Summary

Senior product designer with close to 6 years across fintech, healthcare, OTT media, and enterprise tooling, focused on high-stakes contexts where products must stay reliable under real operational pressure. Owns problems end to end, from discovery and user research through product architecture, interaction design, and rollout, working embedded inside client product teams. Structures dense, data-heavy workflows into clear product frameworks, and builds design systems that cut design debt and raise shipping velocity. Certified Usability Architect who designs and builds, working in React and Astro alongside Figma, with ADA and WCAG 2.2 accessibility depth on clinical decision-support products. Seeking senior or lead product design roles.

Professional Experience

Human Factors International, Senior UX Specialist

Jan 2023 – Present

- Sole designer embedded in the client's product team on an oncology decision-support platform, raising its accessibility score from ~40% to ~80% by building WCAG 2.2 and ADA compliance into the product roadmap through audits, remediation, and legacy screen reflows.
- Embedded in the product team at India's largest DTH provider, designing multi-platform journeys serving 10M+ monthly active users and directing information architecture for a new live internet TV product across mobile, tablet, web, and TV.
- Owned the end-to-end revamp of the partner management system serving 10,000+ service partners, cutting task time by ~50% and error rate by ~20% in the first quarter after launch.
- Built a modular design system for the DTH platform, cutting component build-to-merge time by ~60%, from one week to two days, and reducing design debt across the product.
- Established design operations practice across engagements, defining documentation standards, workflow, and UAT scoring, and led design reviews with senior client stakeholders.

WONGDOODY, Lead, Experience Design

Feb 2021 – Jan 2023

- Led end-to-end design for a 0-to-1 custodial onboarding platform at a global investment bank, mapping stakeholders across 4 tiers and directing product architecture for 6 modules in a 12-week engagement that closed with signed LOIs committing \$2B+ in assets.
- Owned and led design systems enabling reliable design-to-execution handoff, boosting engineering efficiency by ~70%.
- Led design within a cross-functional product team of 3 designers, 20 engineers, 3 QE, and a product manager, authoring the design briefs that defined objectives, resourcing, team structure, and delivery milestones.

Skills

Product & Interaction Design: End-to-end product design, systems thinking, product strategy, information architecture, 0-to-1 products, service design, concept direction, interaction design, rapid prototyping, design reviews

Research & Discovery: User research, insight synthesis, usability testing, expert review, workshop facilitation, stakeholder mapping, value mapping, UAT

Design Systems & Accessibility: Design systems, design tokens, component libraries, governance and documentation, design operations, WCAG 2.2, ADA compliance, accessibility audits

Tools: Figma Suite, Adobe Suite, Framer, Miro, Storybook, Jira, Confluence, GitHub

Build & AI Workflows: React, Astro, Cursor, Claude Code, AI-assisted design workflows, Agile delivery, cross-functional collaboration with product and engineering

Domains: Enterprise B2B, financial services and wealth management, clinical decision support, pharmaceutical knowledge systems, DTH and OTT media

Education

Indian Institute of Management Ahmedabad – Creative and Cultural Businesses Programme

2022

ISDI Mumbai – Undergraduate Programme, Product Design

2016 – 2020

Mumbai University – Bachelor of Arts, Sociology

2016 – 2019

Certifications

- Certified Usability Architect (CUA), Human Factors International.
- AI for Human-Centered Design, Human Factors International.