

Yogesh Vikram

Senior Product Designer · UI/UX & User Research

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Product design leader with 7+ years across FinTech, EdTech, and large-scale campaign design. Currently Chief UI/UX Manager at Airtel Payments Bank, owning end-to-end design for consumer and merchant banking apps used by 85M+ monthly active users. Led research-driven initiatives that improved onboarding conversion, UPI journey completion, and fraud-alarm engagement by up to 64%. Specializes in research-driven product design, design systems, and financial-inclusion UX for first-time internet users.

EXPERIENCE

Airtel Payments Bank — Chief UI/UX Manager

Mar 2023 – Present | India

- Own end-to-end product design for consumer and merchant banking apps serving 85M+ monthly active users and 100M+ annual transactions, spanning onboarding, payments, savings, and merchant journeys.
- Lead a continuous field-research program across India's zones with territory leads, zonal managers, and end users; translated insights from 500+ customer interactions into 50+ shipped improvements, including a fraud-reporting feature, security command centre, and account-unfreeze journey that lifted customer engagement by 60%.
- Partner with engineering, business, and marketing leadership to take the consumer app and website from 0→1, reducing user churn by 75%.
- Built and govern the app's design system, cutting design-to-dev handoff time by 90%.
- Promoted to Chief Manager within three years for leading website visual design and shipping consumer app design from research through go-to-market.

BYJU'S — UI/UX Designer

Jul 2021 – Mar 2023 | India

- Designed core front-end experiences for the BYJU'S learning app across web and mobile, collaborating with researchers, designers, and product managers to reach 50M+ learners.
- Co-built the product design system, reducing UI inconsistencies and speeding delivery 2x.
- Shipped 20+ features balancing design aesthetics with visual ergonomics and engineering constraints.

IPAC — Senior Designer

Oct 2019 – May 2021 | India

- Designed voter-facing campaign experiences with marketing, research, and technology teams for state-level elections reaching a multi-million voter base.
- Created design guidelines and delivered low-to-high-fidelity mockups grounded in research and campaign strategy.

Gulabo Design — Visual Designer

2016 – 2019 | India

- Designed brand identities, logos, and illustrations for national brands including Royal Enfield and Khan Chacha.

EDUCATION

Banaras Hindu University — Master of Fine Arts, Applied Arts (Illustration) · 2014 – 2016

Banaras Hindu University — Bachelor of Fine Arts, Applied Arts · 2010 – 2014

CERTIFICATIONS

IGMPI, New Delhi — Professional Certification in Expressive Arts Therapy · 2025 – 2026

SKILLS

Leadership: Product & UX Strategy, Design Ownership, Product Vision, Stakeholder Management, Hiring, Coaching & Performance Management

Product Domains: Fintech & Digital Banking, EdTech & Learning Platforms, Growth & Marketing, Enterprise SaaS, Consumer & Merchant, B2B & B2C

AI & Design: AI-Assisted Design Workflows, Design Systems, UX Research & Audit, Data-Driven Design, Micro-interactions & Animation, Design Thinking

Tools: Figma, Adobe Creative Cloud, Framer, ChatGPT, Claude