

Medha Yadav - Principal/Sr. Staff UX Designer
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Summary

- 17+ years of experience in UX/UI and Product Design with strong focus on AI-first experiences, ML-driven workflows, and intelligent interaction systems.
- Designed AI-assisted and ML-powered user experiences, including co-pilot systems, predictive workflows, and adaptive interfaces.
- Experienced in designing conversational and AI-supported decision systems, handling uncertainty in AI outputs through human-in-the-loop design patterns.
- Strategic systems thinker with strong cross-functional collaboration across product, engineering, and data science teams.
- Expert in rapid prototyping using Figma and AI-powered design tools to model intelligent feedback loops and complex interaction flows.
- Good knowledge of design system processes and practices.
- Enthusiastic mentor who shares experience and applies strong teaching skills.

Skills

- User Experience Design, User Centered Design, Usability, Interaction design, User Research, User Testing, Human Factors, HCI, Information Graphics, Data Visualization, Analytical thinking, Problem Solving, Visual design, Project Management and Mentorship.

Tools

- Figma, Sketch, InVision, Adobe Suite, Omnigraffle, Microsoft Visio, Axure, Morae, HTML, CSS, and AI-powered design tools such as Claude, Claude Code, Figma AI, ChatGPT, Midjourney, Uizard, V0.dev, Perplexity, and many others.

Education

- Masters In Information and Digital Design
National Institute of Design, Ahmedabad, India, 2004 - 2006.
- Bachelors In Computer Engineering
Maharashtra Institute of Technology, Pune, India, 2000 - 2004.

Work Experience

ServiceNow – Sr. Staff UX Designer

Mar 2026 – Current

- Leading end-to-end consumer design experiences for BDR (Business development representative), CAA (Customer acceleration associate) in Go-To-Market (GTM) ecosystem and Treasury Control Tower.
- Cross-collaboration with different teams, such as the Business, Product, and Development teams.
- Conducting detailed user research, personas, scenarios, and journey mapping.
- Creating highly detailed end-to-end interaction design flows using Claude and Figma to create prototypes.
- Designed a click-through, high-fidelity prototypes for BDR, CAA and Treasury Control Tower experiences.
- Conducted moderated usability testing to validate the designs and created a detailed report.

Freelancer – Principal UX Designer**July 2025 – Feb 2026**

- Leading AI-first UX consulting engagements focused on intelligent workflows, AI-assisted interfaces, and rapid prototyping using LLM-powered design tools.

Lucid Motors, Newark, CA – Principal UX Designer**Apr 2025 – June 2025**

- Leading end-to-end consumer design experiences for Lucid's partner portal for USA and Europe, Lucid Financial service (LFS) and FRT (ML UX Design). Worked closely with product stakeholders and business to identify business opportunities, understand customer needs and visualize the right design solutions.
- Conducting user research, competitive analysis, personas, scenarios, and journey mapping.
- Creating highly detailed end-to-end interaction design flows using Figma to create prototypes.
- Designed ML-powered financial workflows and intelligent partner experiences, translating complex model outputs into clear, actionable UI components.

Cadence Design Systems, San Jose, CA – Principal UX Designer**Oct 2024 – Dec 2024**

- Led end-to-end consumer design experiences for Cadence's eCommerce platform. Worked on Cadence's checkout, cart and order details experience.
- Worked closely with product stakeholders and business to identify business opportunities, understand customer needs and visualize the right design solutions.
- Conducted user research, storyboarding, and competitive analysis.
- Created highly detailed end-to-end interaction design flows using Figma to create prototypes.

Freelancer – Principal UX Designer**Oct 2023 – Sep 2024**

- Worked on several projects with leading companies in the Bay Area.

Amazon, San Jose, CA – Senior UX Designer**Feb 2022 – Oct 2023**

- Led end-to-end consumer AI design experiences for Amazon Fees and Fee Tools, Account Health for Amazon Seller Central, and Freight Ready Date (FRD) for Vendor Central.
- Worked closely with various business and product stakeholders to identify business opportunities, understand customer needs and visualize the right design solutions.
- Conducted design thinking workshops with designers and product managers.
- Created highly detailed interaction design flows using Figma and Sketch to create prototypes.
- Conducted user research and managed all design activities to support the new and updated development and crafted graphic elements, assets, and visuals that adapt and flow with responsive design systems.

SAP Labs, Palo Alto, CA – Lead UX Designer**Feb 2016 – Jan 2022**

- Led and mentored the end-to-end AI and ML designs in SAP's Enterprise Sales Cloud for Customer and Commerce Cloud. Designed AI and ML user experiences for Sales Cloud, envisioned future concepts, and crafted fresh user experiences while designing demos for them.
- Led the end-to-end design for Co-pilot and machine learning concepts for Sales.
- Synthesized and crafted a click-through prototype for next-generation Enterprise CRM concepts through user research and design thinking to maintain a competitive edge and grow the customer base.
- Worked with and integrated input and feedback from a range of stakeholders including product managers, engineers, and UX/VX designers, and collaborated with researchers for usability testing.
- Created highly detailed design specifications using Figma, Sketch, Abstract and prototypes using Invision for implementation.
- Mentored new designers and interns on the Sales Cloud Design team.
- Led end-to-end designs for SAP's Commerce Cloud and created flows for Consumer Apps, PWA, checkout experience and Workbench.

Move (Realtor.com/News Corp), San Jose, CA – Senior UX Designer**Nov 2013 – Oct 2015**

- Led end-to-end UX design projects for B2B (Tigerlead and HAR – Houston Association of Realtors) and B2C consumer facing apps (Realtor for Sale and For Rent App for Android).
- Worked closely with product, engineering, and business teams to identify customer needs via user research. Requirement understanding – Collaborated with multiple stakeholders (project managers, product managers, developers, and QA) to gather requirements to come up with business goals and user goals.
- Worked with SMEs and stakeholders to come up with detailed task flows.
- Redesigned the modules/flows in the Tigerlead's PAWS dashboard for agents and Brokers.
- Designed engaging features and flows using Adobe Photoshop, Adobe Illustrator, Axure and Adobe Fireworks that met business goals and addressed customer needs.
- Created click-through prototypes for Tigerlead's Paws dashboard.

Consultant, eBay, San Jose, CA – Senior UX Designer**Jan 2013 – Oct 2013**

- Worked as a Senior UX Designer on consulting projects for eBay's Corp Tech HR team, partnering with product managers and developers. Conducted user research and competitive analysis. Designed the mocks and detailed end-to-end designs for the Corp Tech HR team portal.

True Action Network (GSI Commerce), PA – Information Architect**Jan 2011 – Sep 2011**

- Worked as an Information Architect with ToysRUs, GNC, Kraft, and Peacocks (UK). Collaborated with stakeholders, creative designers, and development leaders. Launched ToysRUS Japan on GSI Commerce's platform.
- Requirement understanding – collaborated with multiple stakeholders (Product managers, Developers, Business analysts, QA and localization expert) to understand and gather requirements.
- Collaborated with stakeholders to understand task flows and come up with optimized task flows and Information Architecture.
- Designed detailed concept sketches and designed detailed wireframes in Microsoft Visio and Omnigraffle.
- Validated wireframes with the IA and development team to understand design issues.
- Collaborated with the creative designer and monitored visual design.
- Designed the end-to-end cart, shipping, and checkout experience for ToysRUs Japan on the GSI Commerce platform.

Persistent Systems, Pune, India – Usability Engineer**Mar 2007 – Jun 2010**

- Worked with clients: eBay (Onsite), Oracle, PayPal, Intuit, Keynote Systems (Onsite), CA, Opinmind, ACT (worked on IPTV), and Myndnet. Handled several lifecycle user-centered design projects by collaborating with cross-functional teams, conducting user research, designing detailed wireframes, creating visual designs, and conducting usability testing sessions in addition to providing implementation support.

Computer Associates, Hyderabad, India – User Interface Designer**Jan 2006 – Jan 2007**

- As a UI Designer, worked on lifecycle user centered design for the product Identity and Access Management. Conducted moderated and quantitative User Testing.

Awards

- Won a spot award for conducting usability testing for PayPal in the Persistent Usability Lab, 2010.
- Won second prize in a package design contest held by GSK Consumer Healthcare Ltd. (2005–2006).
- Won an award for Arts and Design (Miss Artex), Maharashtra Institute of Technology, 2000–2004.