

YASHI PAPOLA

UX Designer

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SUMMARY

Designer with 2+ years of experience delivering research-driven, accessible, and scalable design solutions across web and mobile platforms. Skilled in usability testing, prototyping, and information architecture, with a track record of reducing drop-off rates and improving user engagement. Confident in presenting insights and recommendations to clients and stakeholders, connecting business objectives with user needs. Proficient in Figma, Adobe Creative Suite, and responsive web design, with strong knowledge of WCAG accessibility standards.

EDUCATION

Bachelor of Design (Honours), York University, Toronto (2021 – 2025)

- CGPA 7.83 / 9.00 | Graduated **Magna Cum Laude** | **Dean's List Honours**

Diploma, Interior & Architecture Design, IVS School of Design, Delhi (2018 – 2019)

Bachelor of Commerce (Honours), Jesus and Mary College, Delhi (2016 – 2019)

EXPERIENCE

UX Research Assistant, Dahdaleh Institute, York University (Sep 2023 – Dec 2024)

- Conducted user interviews, participatory workshops, and accessibility evaluations for older adult engagement projects.
- Analyzed user behavior through observational video and sensor data; applied thematic coding to generate actionable insights.
- Collaborated with cross-functional research and technical teams in an Agile environment; documented findings in Confluence and presented to stakeholders.
- Co-authored detailed research documentation and contributed to formal manuscripts, synthesizing complex insights into actionable, accessible findings for design and academic audiences.

Designer, Prish Studios, Toronto (May 2024 – August 2024)

- Designed digital ads, landing pages, and social media content for 6+ clients, aligning brand identity with growth campaigns.
- Built reusable design system components for scalability across multi-platform projects.
- Partnered with creative and marketing teams to brainstorm and execute high-impact visuals.

UX/UI Designer, Super Purposes (Mar 2023 – Jul 2023)

- Redesigned high-fidelity wireframes and native app user flows using scalable components for core service journeys, resulting in a 30% increase in completion rate.
- Conducted heuristic evaluations and usability testing to identify design pain points, reducing drop-off by 50%.
- Contributed to homepage redesign using accessibility and responsive design best practices.
- Collaborated with PMs and developers in Jira-managed Agile sprints to ensure seamless delivery of design components.

Design Intern, LoveStruckCow, Delhi (May 2022 – August 2022)

- Designed and illustrated 20+ engaging visuals, thumbnails, and post templates for organic social channels including Instagram, Facebook, and YouTube, enhancing overall content quality and user engagement.
- Collaborated closely with the social media team to support ongoing campaign needs, ensuring designs aligned with evolving content strategy and platform trends.

Junior Designer, Grow Indigo Pvt. Ltd., Maharashtra (Aug 2019 – Apr 2021)

- Led the concept and design of 20+ brochures, print ads, and branded marketing materials, supporting nationwide marketing campaigns.
 - Developed 10+ catalog templates and product mockups, collaborating with printers to ensure 100% accuracy and timely delivery.
 - Contributed to the UX/UI redesign of the company website, improving navigation flow and driving a 25% increase in page clicks and a 40% boost in average session duration.
 - Partnered with technical teams and stakeholders to align UI redesign with enterprise requirements.
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SELECTED PROJECTS

Each project reflects an end-to-end process from UX research and user flows to prototyping and UI design in Figma.

Bridging Circles - Social Engagement Platform for Older Adults **Role: UX Researcher & Interaction Designer | Solo Thesis Project**

- Led research on immigrant older adults experiencing isolation; conducted interviews, affinity mapping, usability evaluations, literature reviews, and competitive analysis.
- Designed a culturally sensitive, multilingual digital toolkit that focused on active aging, accessibility, and community engagement.
- Applied insights to design wireframes and user flows with accessible UI patterns and inclusive visual storytelling.
- Developed interactive Figma prototypes to test accessibility-first design concepts.

Navisafe — Emergency Aid Dashboard & Mobile App **Role: UX/UI Designer & Team Lead | Group Academic Project**

- Co-led a team to design a mobile app that helps students locate ideal study spaces and access on-demand emergency support on campus.
 - Conducted user interviews and surveys to uncover key pain points in campus navigation and safety, informing two primary user flows:
 - Study Spot Finder - lets students filter spaces based on crowd density, plug availability, noise level, and lighting.
 - Emergency Response - provides quick access to SOS alerts, live location sharing, and one-tap contact with campus security or 911.
 - Led the ideation and wireframing sessions, ensuring alignment across the team and driving decisions based on usability and accessibility best practices.
 - Designed and iterated high-fidelity prototypes in Figma, prioritizing clarity under pressure, mobile-first responsiveness, and trust-building interactions.
 - Developed a modular design system for consistency across features, while integrating feedback from peer reviews and test users.
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SKILLS

UX/UI: Wireframing & Prototyping · Design Systems & Guidelines · Responsive Design · Accessibility (WCAG & AODA) · Microinteractions · UI Patterns · Component Libraries · Typography · Visual hierarchy · Landing Page Design · Presentation Design

Marketing & Visuals: Digital Ads · Social Media Design · Motion Graphics (GIFs, Reels) · Video Editing · Visual Storytelling · Typography & Layout · Iconography & Illustration

Research & Strategy: Usability Testing · User Interviews · Behavioral Analysis · Persona Development · Heuristic Evaluation · Journey Mapping · Story Mapping · Site Mapping · Flow Diagrams · Competitive Analysis

Tools: Figma · Adobe Creative Cloud (Aero, Photoshop, Illustrator, XD, After Effects) · Jira · Canva · HTML/CSS (basic)

Collaboration and Communication: Cross-Functional Teamwork · Stakeholder Presentation · Content Planning · Visual Storytelling · Time Management · Feedback Integration