

Yatrik Bodhe

UX Design Lead

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Summary

UX Designer with 15+ years of global experience building and scaling complex digital products across Smart Cities, enterprise platforms, and consumer-facing ecosystems. Proven track record of leading end-to-end UX for mission-critical systems, shaping product strategy beyond individual features, and partnering with executive stakeholders to drive business outcomes.

Brings a blend of systems thinking, product strategy, and hands-on craft, with experience across London, Berlin, Dubai, and India.

Experience

Honeywell Technology Solutions

Senior UX Lead – Smart City Platform

Dec 2022 – Present, Bangalore, India

- Led UX across a multi-product Smart City Suite, partnering with 7+ cross-functional teams across product, engineering, sales, and solution architecture spanning multiple business units to shape roadmap, positioning, and experience strategy.
- Contributed to defining a new suite offering for an adjacent market, shaping scope and value proposition.
- Designed a mission-critical city services module, strengthening the overall platform proposition.
- Partnered with product, engineering, sales, and solution architects on solution design for 2 major enterprise deals (~\$3M and ~\$4M), contributing to proposals, demos, and deal-specific solutioning.
- Manage and mentor a team of 3 designers — including hiring and performance reviews — while operating within a matrixed org structure, establishing scalable UX practices across the group.
- Led UX for Building Performance dashboards (energy, water, comfort, assets), reducing time-to-detect issues by ~30% and cutting downtime by ~10% through clearer anomaly surfacing and decision workflows.
- Led UX for an ML-driven supply chain platform, translating AI recommendations into clear, actionable workflows.

Notonthehighstreet Ltd.

Product Designer

Feb 2020 – Dec 2022, London, UK

- Led the launch of push notifications for mobile apps, defining opt-in flows to drive engagement.
- Led merchant (seller) onboarding redesign with the New Partner Acquisition team to cut a 47-day average approval time — covering discovery, concept design, journey/UI design, and usability testing — driving a 40% uplift in decisions per review and a 25% reduction in time-to-decision.
- Worked alongside a Principal Designer to build and launch a new cross-platform design system, playing a critical role in its design and rollout.

Hello Fresh

UX/UI Designer

Nov 2017 – Jan 2020, Berlin, Germany

- Brought in post-launch to turn around HelloFresh Extras after poor early uptake, running user testing and diagnostic research to identify the core issues.

- Redesigned the upsell journey and ran A/B tests, nearly tripling uptake within a quarter (from ~2% to ~8%).
- Helped launch a limited-time meal-kit boxes experience — consumer-facing webpages plus an internal tool letting marketing and culinary teams launch boxes without dedicated engineering support each time — more than doubling boxes launched in the first year and directly lifting company revenue.
- Actively involved in Voice of Customer initiatives, grounding design decisions in continuous user feedback and performance data.

Psychological Technologies Ltd.

UX/UI Designer

June 2016 – Mar 2017, London, UK

- Designed a mindfulness and behavioural intervention mobile app focused on employee wellbeing.
- Designed an analytics-driven feedback dashboard for organisational insights.
- Worked in an Agile/Scrum environment, collaborating closely with product and data teams.
- Also supported brand and communication design for the product ecosystem.

Joie Design

Graphic Designer (Brand)

Jan 2015 – Jan 2016, Dubai, UAE

- Led end-to-end brand identity systems for hospitality and public-facing clients.
- Integrated brand strategy, visual language, and execution across touchpoints.

Landor Associates / Insignia Worldwide / Slash Brand Tailors — Dubai & Mumbai

Graphic Designer (Brand)

Dec 2009 – Dec 2014, India & UAE

- Delivered branding, communication, and visual identity projects for hospitality, lifestyle, and corporate clients.
- Built strong foundations in visual systems, typography, and design craft that continue to inform product work.

Education

MSc. User Experience Design

Kingston University, London, UK

2016 – 2017

B. Des. Communication Design

Symbiosis Institute of Design, Pune, India

2006 – 2010

Skills & Tools

Design Strategy & Product Vision · Stakeholder & Executive Alignment · End-to-End Product Design Ownership · UX Research · Planning & Facilitating Workshops · Team Mentoring & Design Practice Building · Journey Mapping · UX Evaluation & Usability Audits · Design System · Information Architecture · UI, Interaction Design & Prototyping · UX writing · Agile / Cross-functional Collaboration · Branding

Tools

Figma · Sketch · Axure RP · Adobe Photoshop · Adobe Illustrator · Jira · Confluence · Claude · V0 · Loveable