Hi, my name is Yash Todar.

www.yashtodar.com 🌐
yashtodar@gmail.com ✉

I consider myself as a behavior & data aware, ux experience & innovation designer with strong user research skills. Possessing knowledge in social entrepreneurship, innovation frameworks, business models/strategy, technology & finance.

Work experiences

User Experience & Innovation Researcher/Designer at Philips Design, Eindhoven, NL
December 2018-Present

I am currently working in a hybrid role of a design researcher & UX designer in a multidisciplinary team. Following are my tasks:
- Research on various innovation frameworks such as NASA TRL, Gartner Hype Cycles & Roger's Innovation Theory & others (Blue Ocean Strategy Innovation, Innovation Matrix).
- Uncover & document insights after conducting expert interviews & surveys within Philips Design to understand risk taking abilities of people, businesses & Philips Research.
- Research on new User Interface Innovations (UII) such as AR/VR, Conversational UI & Fluid UI to determine use cases for business & potential users.
- Help the team to create an evaluative pipeline to understand maturity of innovative technologies, hype cycle presence in order to suggest business stakeholders which technologies are worth investing & exploring further.
- Peer review white papers & analyze journal papers focussed towards design innovation & design strategy.
- Support in harmonizing & digital transformation across Philips Design's methodologies, way of working, processes & techniques.
- Support in designing (Research, Visual Design & Usability Evaluation) a Single source of Truth Design System aka "The Knowledge HUB" at scale for the Designers & Developers across Philips following a federated approach of Designing digital or physical products.
- Support the team in agile planning & bi-weekly sprint planning as our default way of evaluating progress in our projects & managing cadence across or Horizontal Digital Design team.

UX/UI Designer, Business Consultant at Wonderquill Pvt Ltd, Hyderabad, IN
May 2018-Jan 2019
- Designed the brand identity, guidelines & UX across Android & Web platform.
- Mentored a junior UX designer in the team.
- Conducted extensive user-research to validate initial concept of Wordiet App through online surveys & deep interviews.
- Synthesized qualitative & quantitative results by using Thematic Analysis & simple statistical Data.
- Created business model strategy, competitive analysis, & product-market-fit roadmap, to help my clients to achieve a clarity on the product & confirmed user needs alongside their business needs.

Design & Business Consultant at Revivocell Ltd, Lancaster, UK
November 2016-January 2019, February 2015 to June 2015
- Brainstormed & guided them to launch their patented biomedical products online.
- Built their website while making continuous improvement, as per their needs.
- Prepared project plans, marketing techniques, user surveys & research questions.
- With the user-research conducted, the client has an user-acquisition list that will target 50% more potential client.

Founder-Mirrorfi, Stockholm, Sweden
January 2016-November 2017
- Founded a fashion tech startup involving the use of Microsoft Kinect & AR
- Conducted market research across 20 stores in Stockholm to get consumer feedback & insights.
- Raised 10,000 € from KTH Incubator
- As Amazon got a patent on the same technology & realized the market is not ready for such a concept in Sweden, it was decided to not spend more money & continue.

Lead UX Designer Digital Transformation at Max Life, Delhi, IN
June 2016-September 2016
- Designed internal employee application along with the development team following Android standards & guidelines for the Digital Transformation Team at Max Life India.
- Conceptualized design ideas, created wireframes, conducted user research, & organized workshops.
- Educated people on the use of Design Thinking.
- Worked in agile development settings with project manager & product owner.
- Collaborated with a design studio based in Bangalore/Delhi.
- Co-ordinated directly with the CTO to take design decisions.
- Testing & feedback of the prototype resulted in 40% increased employee interaction on mobile devices.

UX/UI Designer at Selfieparking Inc. (myRide) Boston, US,
May 2018-Present as a part time UX Consultant
The next-gen self-driving, self-parking, driverless-ridesharing technology with utmost safety.
- Designed wire-frames, mockups, information architecture, navigation flows & interactions for iPhone App of myRide in a multi disciplinary team of myRide.
- Analyzed Uber, Lyft, Ola & Grab iPhone apps to understand their design standards & how myRide can be differentiated from them.

User Auditor/Field Researcher at Roamler International, (Sweden, Germany & Netherlands)
March 2018-December 2018
- Researched, audited, collected storage & stocks data via extensive communication with shop owners & retailers through Roamler App.
- Increased client's customer service, product availability, product presence & intelligence.

Ex-Co founder Alkosens (Indriya Nordics AB), Stockholm, Sweden
January 2016-November 2017
- Co-founded a smart watch company (Health Tech Space) that would non-invasively detect alcohol from your body.
- Designed the first prototype visuals of the watch.
- Helped the team to map hardware requirements with design requirements.
- Raised 25,000 € from government grants.
- The team was offered an acceleration program in Amsterdam with 15,000 € for 5% of the company that time.

Some more things about me.

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Education

MSc. Human-Computer-Interaction & Design (Major),
at University College London (UCL), London-UK
Graduated July 2018
Entrepreneurship & Innovation (Minors)
Spc: Affective Interaction, Accessibility & Assistive Technology
Thesis: Finance Lens: Exploratory study of
cross device/multi device interactions in Finance.

MSc. Human-Computer-Interaction & Design (Major),
at Royal Institute of Technology (KTH), Stockholm-Sweden
Graduated May 2018
Spc: Advanced Evaluations, Web & Interaction Design,
Design Thinking
Minor Thesis: Alkosens smart band price analysis.

BSc (Hons). Computer Science (Majors) & Design (Minors),
at Lancaster University, Lancaster-UK
Graduated 2015
Spc: Game Design, Design Innovation, User Research,
Communication Tech, Accessibility/Inclusive Design

Diploma in Engineering-Information Technology at DR. DY Patil
Polytechnic, Navi Mumbai-India
Graduated 2012
Spc: Management systems, Multimedia, Web Design,
Advance Web Technologies, Capstone project on Logistics Managerment

Skills

UX Research (HCI Research)
Contextual Inquiry, Heuristics Evaluation,
Usability & A/B, Focus groups, Diary Studies,
Usability Studies, Data Analysis,
Thematic Analysis, Cognitive Walkthroughs,
Field Studies, Statistical Analysis, Task Analysis,
Card Sorting, Stakeholder Analysis,
User Surveys, SUMI surveys, Ethnography,
Expert interviews, Remote testing.

UX Design
Persona & profiling, Brainstorming,
Information Architecture,
Navigation/User Flows,
Empathy/Journey Maps, Scenarios,
Storyboarding, Sketching, Wireframing,
Prototyping, Storytelling,
Interaction Design, Affinity Diagrams.

Frameworks in Design
Assistive Technologies (HAAT Model),
Design Thinking, Interactionary,
Co-Creation, Six-Thinking Hats,
Random Word Ideation.

Software/Hardware
HTML/CSS, PHP, Python, Arduino, Little Bits,
Visual Studio, Javascript, Node.js, Sublime &
Apple/Microsoft/Google suite/tools.

Business
Business Model Canvas generation,
Lean Canvas, Digital Marketing, Pitching,
Strategy & Ideation, Event Management,
SWOT, Kanban, Porters 5 Forces,
Competition Analysis, Public speaking,
Content writing, Analytics, Idea evaluation,
Delivering Design & Business workshops.

Life-skills & hobbies
Swimming, mountain climbing, trekking,
fire safety, disaster management, cooking,
playing badminton, football, playing flute/
music, writing poetry, research, reading
books related to design, entrepreneurship,
fiction, sketching & painting.

Design Tools
Sketch (Mac), Axure,
Sketch Up (Google)
Principle, Figma, Mindnode,
Sketchbook, Whiteboard,
Invision Prototype & Studio,
iShapr (iPad), Marvel.

Achievements

Events
- Selected in top 30 finalists across 2200+ entries for
Global Movehack Hackathon Summit-India, New Delhi-2018
- Winner of EIT Digital Masters Scholarship for Double Masters
(2 years of tuition fee waiver & 3000 Euros)
- Winner Venture Cup Idea Phase 2016 & finalists of Sweden
in Regionals, Stockholm-2016
- Runner Up Smart City Hackathon by India Unlimited (Indian Embassy)
for creating low cost concrete concept for construction, Stockholm-2016
- Winner at Google Equality Hackathon for creating a linkedIn plugin that
reduces inequality based on race, gender or person's name, Stockholm-2016
- Winner at Digital Health & Technology Hackathon for
creating IoT device detecting person's fall/respiration, Stockholm-2015
- Winner (3rd Price) at Slush, Ultrahack for IoT Smart
mirror concept for shopping in Smart Retail track, Helsinki-2015
- Lancaster Award Winner, a prestigious University Award
(Selected in the top 200 students for the year), Lancaster, June-2015
- Barclays & BBC Tech finalists for creating social media concept for iPlayer,
Top 14 teams across the UK, Manchester, November-2014

Leadership/Volunteer experiences
- Flavours KTH International Student Association,
founder-chairman & advisor, Stockholm-2015, 2016-Present
During University
- Unicef Team Founding Executive, 2014-2015
- Lancaster University Student Ambassador, 2014-2015
- General Secretary Lancaster Indian Students Society, 2013-2015
- Science & Technology Faculty Representative (8 Departments), 2013-2014
- NISAU National Indian Students Alumni Union UK
Webmaster & Designer, 2013-2014
- Information Technology 4 Creative Industries 1st Year
course representative, 2012-2013

Pitching Events
- Pitch at Palace 7.0 Wales, pitched in front of the Duke of York to
qualify for top 40 entrepreneurs across the UK
- Pitch at Palace 7.0 Nottingham-Bootcamp, pitched in front of 300+ people
- Pitched at Venture Cup Regional finals in front of 100+ people.
- Pitched & hosted several other events during the academic periods