

Yash Saswade

Product designer building clear, playful systems
from research through shipped interface.

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Berkeley, CA

Experience

Oakland Bloom — Product Designer Aug 2026 — Present

Cal Blueprint

- Designing a two-sided kitchen reservation system: a WhatsApp booking bot for immigrant chefs and a review dashboard for staff
- Replacing a manual scheduling process with one flow covering availability, requests, and status updates

DriveLabs — Founding Designer May 2026 — Aug 2026

Internship

- Led web and packaging design across 2 product lines, establishing a unified brand system
- Optimized website conversion and consolidated 2 product funnels into 1 waitlist experience
- Built reusable UI and visual systems to streamline iteration across web and launch assets

Amigos De Los Rios — Product Designer Aug 2025 — May 2026

Cal Blueprint

- Designed a volunteer onboarding and assignment system end to end, cutting coordinator setup time **35%**
- Paired with 5 engineers on shippable flows, moving field teams to a 2-week deployment cycle
- Mapped a 15K-record tree dataset into wildfire-prevention routing across 12K+ acres; weekly volunteer capacity up **20%**

National Gallery of Art — Project Manager Aug 2025 — Dec 2025

Berkeley Innovation

- Led 4 designers through research, synthesis, and prototyping on a story-driven digital itinerary for 3.8M+ annual visitors
- Shipped 3 core features built on a 200+ artwork dataset, turning the collection into themed, personalized routes
- Ran 12+ usability sessions to cut confusion in the itinerary-building flow before handoff

HelloFresh — Product Designer Jan 2025 — May 2025

Berkeley Innovation

- Designed 4 features for **7.6M users**: cooking profiles, a voice AI cooking assistant, meal diaries, and personalized recipes
- Ran **12 contextual inquiries** and **40+ surveys**; found 60%+ of cooks deviate mid-recipe and reframed the assistant around recovery, not instruction

Unity Technologies — Product Designer Aug 2024 — Dec 2024

Berkeley Innovation

- Built Unity Lite, a stripped-down creation platform bringing game design into high school classrooms
- In-editor interactive tutorial raised student onboarding completion **30%**; teacher assignment and asset-upload flow cut class setup time **40%**

Leadership

Berkeley Innovation — Social Director Jan 2026 — May 2026

- Hosted club socials, retreats, and community events, including a student-run home café, to strengthen member engagement

Girl 2.0 — Program Director Jan 2021 — Jun 2022

- Scaled a toy-modification program to **500+ adapted toys** for children with disabilities, with workflows 30+ volunteers across two clubs could follow.

Education

University of California, Berkeley

B.S. Data Science & B.A. Cognitive Science

May 2028 • GPA 3.85

Selected Projects

BaseNote

Digital scent journal pairing a mobile app with hardware to capture and revisit scent-linked memories

HausMate

Mobile chore delegation built on fairness-weighted task assignment

CourtSync

Centralized booking service for tennis courts in Berkeley, CA

Skills

Design

Figma, Framer, interaction design, information architecture, prototyping, motion, design systems

Research

Interviews, contextual inquiry, usability testing, surveys, diary studies, ethnographic observation

Develop

React, Python, Java, Jupyter, Rhino 3D, Autodesk

Awards

FBLA UX Design — State Champion

FBLA Management Info Systems — 4th

FBLA Entrepreneurship — 5th

Languages

English, Marathi, Spanish

Interests

Tennis, Coffee, Cycling, Cooking, Yoga