Parth Sathe

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Thane, India · Relocating to Hyderabad

I'm Parth Sathe, Associate Director of UX at Lemon Yellow

Senior UX Designer

I design products end to end, from field research to the screens that ship. I run the research, shape the information architecture, build the design system and design the UI, then stay with engineering until launch. My work spans Tata Motors' FleetVerse marketplace, SBI Securities' website and trading platform, Fintoo's personal-finance app and a field app for Havells technicians. 5+ years in UX and 8 in design, including architecture. I'm Associate Director, UX at Lemon Yellow, and I want to spend my time hands-on.

conversion
+30%
FleetVerse conversions after the website redesign (client-reported)

usability
11 of 37
iMuthoot customers who could find loan renewal, found in our usability study

research
279
field interviews across FleetVerse and eDukaan

The path so far

Jun 2021 — Junior UX Designer
Jan 2022 — UX Designer
Oct 2023 — Senior UX Designer
Apr 2024 — Senior UX Designer & Project Lead
Apr 2026 — Associate Director, UX

Associate Director, UX
Apr 2026 – Present

Lemon Yellow LLP

- Set the design-system direction for SBI Securities' redesign: one system with two sets of Figma variables, an expressive set for the public website and a dense, precise set for the web trading platform, so both read as one brand. I direct the nine-person design team building both products on it.
- Ran a UX and SEO audit of SBI Securities' website and platform, and led research with 50 traders and investors, taking interviews myself.
- Took Fintoo's app rebuild from research to launch. I ran 25 interviews and benchmarked five competitor apps, then refined the information architecture through four versions to 151 pages. Launched October 2026 with about 85% of V1 scope; the client came back for V2.
- Redesigned Edelweiss AMC's mutual-fund page, designing every interaction state so development had nothing to guess, within compliance rules for charts. The page is live.
- Designed Ally, an AI copilot for relationship managers, in two days with a 15-person team; it won SprintLY 2026, Lemon Yellow's first hackathon.

Senior UX Designer & Project Lead
Apr 2024 – Mar 2026

Lemon Yellow LLP

- Redesigned Tata Motors eDukaan, a B2B genuine-parts marketplace, as a new transactional app and a matching website. I led 117 interviews across 12 cities and turned them into reusable repair baskets, part-number traceability and vehicle-compatibility checks.
- Audited the iMuthoot gold-loan app and ran 37 usability sessions in 12 branches across six cities. We found that only 11 of 37 customers could find loan renewal, and handed off five priority redesign decisions.
- Designed the Havells technician app from field research with 10 technicians in Thane and Delhi, and shipped day planning, label scanning and household-number linking.
- Built a scalable design system for Victory Live, a US ticket-broking SaaS platform, so the product could scale after a merger.

Senior UX Designer

Oct 2023 – Mar 2024

Lemon Yellow LLP

- Led and designed the Bajaj Pulsar N160 launch website, a template for the whole Pulsar range: storyboarded the scroll journey, art-directed the 3D feature reveals and protected fidelity through build. The client reported more visits and deeper scrolling at launch.
- Ran FleetVerse's second research round with 104 commercial-vehicle owners across four zones and 20 of the client's sales staff; the findings shaped the marketplace and the dealer platform that followed.

UX Designer

Jan 2022 – Oct 2023

Lemon Yellow LLP

- Redesigned the Tata Motors FleetVerse website as the senior-most of four designers. I owned the journey decisions for vehicle discovery, the configurator and guided search, and interviewed 58 owners in Mumbai and Pune.
- Designed Kotak's online current-account opening for sole proprietors, LLPs and private limited companies across mobile web, tablet and desktop: a lead-first step, sections shared with co-applicants by link and OTP, and document upload that fills in details. The journey went live.
- Designed the CureBay healthcare ecosystem across patient, doctor and primary healthcare centre portals, and designed for Bajaj, KTM, Husqvarna, ICICI Prudential NPS and Fibe.

Selected outcomes

Tata Motors FleetVerse

I designed it from the website redesign to a nine-language customer app (web, Android, iOS), and led the app project. Client-reported after launch: 1.2M platform users, 75K+ enquiries and 30% higher conversions. The app has 50K+ downloads and a 4.7 rating; I tested real builds on the live backend before every release.

Fintoo

I led it from research to delivery: 25 interviews across four life stages, five competitor apps, and an information architecture refined through four versions. I designed the AI as an analyst that explains, with people deciding. The rebuilt app launched in October 2026.

What I bring

Product design	End-to-end product design, interaction design, information architecture, prototyping, high-fidelity responsive UI, mobile-first design, motion direction.
Design systems	Figma variables and tokens, components and variants, shared libraries, one system themed for several products, documentation.
Research	Field and contextual research, user interviews, usability testing, heuristic evaluation, competitive benchmarking, synthesis.
Delivery	Developer-ready specs, design QA on live builds, collaboration with engineering, product and marketing.
Accessibility	WCAG-aware design; I built Access Kit, my own WCAG guide and design-system builder for designers.
Tools	Figma (Auto Layout, Variables, Components, Libraries), FigJam, Figma Slides, Jira, Linear, ClickUp, Claude, ChatGPT.

Awards

- 2025 — Lemon of the Year
- 2024 — Going Beyond Duty
- 2023 — Stand-out Performer
- 2021 — Rising Star

Internal awards at Lemon Yellow LLP. Lemon of the Year is the studio's top annual award.

Education

Bachelor of Architecture (B.Arch)
Manipal University, 2018.