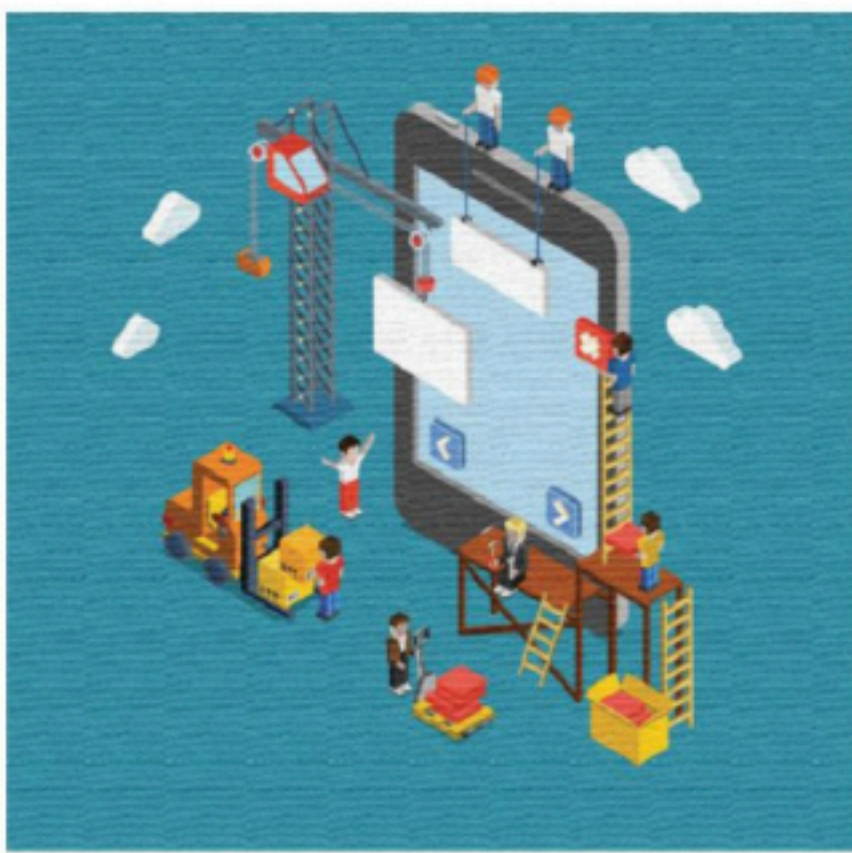


YUJ Designs Spearheading UX Design to Transform Digital Experiences

By Seena Kenneth & Aarushi Ghai

The significance of User Experience Design (UX Design) has skyrocketed globally and India is not lagging behind. Even though the UX design industry in India is in its early stage, eCommerce proliferation has reinforced UX segment to become an indispensable component in the B2C market. Presently, many software services and product companies in India build in-house design teams, and even start-ups invest in UX design. In such a context, an expert UX partner who rigorously understands clients' needs, offers unmatched UX design services and delivers seamless as well as intuitive experience to the users can put clients ahead of the game.

Being one of the top 5 UX design studios in India, Pune headquartered YUJ Designs caters to UX design



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solutions of software products. "We are experts in UX design & research and have worked with UX leaders globally. Be in enterprise products or consumer products, we always ensure seamless and intuitive experience for the end users. Many of our customers are Fortune 500 global companies who are interested in creating great experiences for their users. We are well-versed with the North American and European markets," asserts Samir Chabukswar, Co-Founder & CEO, YUJ Designs. In the realm of UX design industry, YUJ Designs offers services such as UX Strategy, User Research, Interaction Design, Visual Design and UI development. The company has successfully delivered more than 1500+ UX projects to its clientele ranging from start-ups to Fortune 500 companies. YUJ Designs renders services to clients in diverse domains such as eCommerce, Life Sciences, Technology, Supply Chain, Education, Procurement, Healthcare, and Social Networking, to name a few.

YUJ Designs practices UX design as a science, therefore, it guarantees high level of design quality for

ts clients' products. "We train our designers to be generalist, with at least one specialization. This allows them to anchor engagements across various industries and take holistic decisions. Our projects are open to be criticized by anyone in the organization. This enables designers to look at solutions objectively with high focus on resolving business requirements, and not let them fall in love with their designs" opines Samir Chabukswar.

Continuing further, YUJ Designs perceives that UX design is the catalytic bridge for ensuring business goals are met while addressing users'



Prasadd Bartakke,
Co-Founder & CXO

Samir Chabukswar,
Co-Founder & CEO

Words of Appreciation

"Throughout our partnership the YUJ Designs team has evolved amidst the ever-changing demands of our business. The quality of their work is paralleled by their commitment to our business. YUJ Designs has been essential to the success of several initiatives and have truly become a part of our team. We are delighted to work with them as colleagues and know them as friends."

Kevin Smith, Senior Product Manager
StubHub, online marketplace owned by eBay

"YUJ Designs has a passionate design team and is a trusted partner. They not only understand the users' current context but have the ability to take a step back and question the status quo. They really understand the motif behind user actions, his goals and overall business process. Their ability to create user personas, understanding users' painpoint and then re-thinking UX was a delight to experience. Most importantly they never take any shortcuts and also helped our engineering team understand the importance of UX Design so that they too can think from user perspective when they are coding. YUJ Designs has helped inculcating user experience design centeric thinking across our organisation."

Aditya Bhelande, Founder & CEO, YuktaMedia

"YUJ team ranks very high among the most cheerful I have ever met. The team brings excellent UX leadership and management skills on the table to keep the projects, and hence the business on track and on time."

Sr. Associate - Treasury,
Portfolio Management Firm

needs and expectations. Its designers critically analyze business priorities, user preferences, market trends, system dependencies and user journeys. It enables organizations to build a UX strategy that addresses these factors more efficiently and effectively. "We have a knowledge exchange program which ensures that our designers are up-to-date on design happenings around the globe. We use this platform to educate participants through keynote presentations, lectures and workshops," quips Prasadd Bartakke, Founder and CXO, YUJ Designs.

YUJ Designs has been the prime contributor of UX Conferences in India and a few abroad. "We started in 2009 and most business came from global companies in the US and Europe for the first four years. In India, we gained traction in 2013 and attained significant business growth. We continue to work with overseas customers and plan to open more offices in India in the coming years," winds up Samir Chabukswar.

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