

Lekha Deshmukh

Email: deshmukh.lekha@gmail.com | Portfolio: <https://tinyurl.com/lekhagithub> | LinkedIn | +91-8806-121712

Summary

- ~10 years of UX experience across SAAS, AI marketing-tech, DAAS, EdTech, and front-end development.
- Certified UX Designer (IDF & LinkedIn Learning) with strong grounding in design thinking and user-centered design.
- Expertise in Web/mobile UX, Design systems, HTML, CSS, and tools like Figma, Miro
- Led UX strategy discussions with cross-functional stakeholders and drove data-informed design decisions.
- Mentored 100+ junior designers and engineers at DNEXT in UX principles and basic front-end skills.
- 3 Award Winning large-scale government UX projects, Awarded by CMs of Maharashtra, Bihar, and Haryana.

Experience

Co-Founder & Principal UX

Inaiways Technology Pvt Ltd | Jan 23 - Present

- Led UX for an AI-powered Google Ads landing page builder using an Agile process, reducing creation time from 25 days to 20 minutes through data-informed UI flows and behavioral insights from tools like Microsoft Clarity.
- Designed end-to-end UX for a customer support SaaS application, achieving a 95% reduction in issue resolution time and significantly lowering weekly customer call volume; developed and implemented a comprehensive Design System.

Sr UX Designer

eQ Technologic | Aug 21 - Dec 22

- Led the UX revamp of enterprise Data & Analytics platforms, including the eQube BI Admin Console, achieving a 30–35% reduction in troubleshooting time through improved interface design.
- Redesigned the Scheduler module and drove usability initiative in UX Dept., contributed to the development and refinement of the organization's Design System.

Member of Technical Development Staff - UX

Maharashtra Knowledge Corporation Limited | Oct 18 - Aug 21

- Led UX design for LearnCo, onboarding 4,000+ students across web and mobile. Created design team, drove feature ideation, sprint planning, and workflow enhancements.
- Created UX documentation, prototypes, design system, visual guidelines; implemented UI in Vue.js. Improved UX flows and usability, resulting in increased teacher retention after switching back from competing apps.

Senior Project Associate II

Maharashtra Knowledge Corporation Limited | Oct 17 - Aug 18

- Mahabharthi Govt Initiative Project - Led end-to-end UX for a platform serving 500,000+ citizens across Maharashtra, earning formal recognition from the Chief Minister.
- Conducted field research in rural communities to uncover user pain points and design for real-world accessibility. Delivered a seamless, inclusive user experience through IA, rapid prototyping, usability testing, and hands-on front-end implementation.

Senior Project Associate I

Maharashtra Knowledge Corporation Limited | Oct 16 - Aug 17

- MKCL LiveDemy - Govt project - Implemented in Bihar Skill Development Mission in India - Led front-end design for LiveDemy, delivering high-fidelity prototypes, user flows, and design system. Translated secondary research into wireframes and IA aligned. Collaborated closely with a team of developers to ensure successful implementation.
- ERA LMS (MS-CIT) Ed-tech & Govt Initiative - Designed key learner pages for millions, streamlining 17 pages down to 3 and boosting usability through simplified UX. Enhanced LF Dashboard experience, improving task completion & consistent workflows.

UI UX Developer

CapitalVia | Jun 2015 - Oct 2016

- Worked on UX & front end coding of 7 applications, in-house and customer facing used by 700+ people. Collaborated with the CEO and IT Head for developing new applications.

Education

Master of Design (M.Des.)

IIT Hyderabad | 2025 - 2027

M.Des by practice for professionals & entrepreneurs

- Focus on Interaction design, Data & information visualizations, Human-centered design, Typography, and Sustainable design.

Bachelors of Engineering (B.E.) - Computer Science

International Institute of Information Technology, Pune | 2011 -2015

- Programming, Graphic Design, Data Structures and Algorithms, Computer Architecture, Computer Networks, Design and Analysis of Algorithms

Kendriya Vidyalaya, IIT Powai, Mumbai

HSC, SSC | 2009-2011

Skills

Design

User Experience · Interaction Design · User Interface · Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups · Usability Testing · Design Iteration · Information Architecture

Research

User Interviews · User Testing · Journey Mapping · Quantitative Analysis · A/B Testing · Competitor Analysis · Design Strategy

Software

Figma · Sketch · Principle · Miro · Microsoft Clarity · Hotjar · Photoshop · Tailwind CSS · Adobe XD · HTML · Vanilla CSS · Alpine JS · Javascript & jQuery · Web Components ·

Visual Design

Design System · Web and Mobile App Design · Enterprise Apps · Social Media Posts · Landing Page Design · Stylesheets and Guidelines

Other Skills

Problem solving, Sales, Building apps from 0->1, Market Research & Rapid Iteration with A/B Testing · Cross-functional Collaboration and Communication · Human-centered Approach · Provide and Solicit feedback · Team Mentoring ·

Awards & Publications

Received 3 Chief Minister Awards | 2016- 2021

Sakal Times - Inaiways Company Profile | 2024-25

Certifications

IBM - Enterprise Design Thinking Practitioner

LinkedIn - Conversion Rate Optimisation · Interaction Design Deliverables

Interaction Design Foundation - Design with Data: Guide to AB testing ·

Conversation Design: Practical Tips · Design Thinking · Mobile UX