

# Lekha Deshmukh

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## Summary

- 10+ years of UX experience across SaaS, AI marketing-tech, DaaS, and EdTech, with front-end (HTML, CSS, JavaScript) skills in Agile development methodology.
- Strong foundation in design thinking, user-centered design, and building accessible, WCAG-compliant digital products.
- Expert in Web/Mobile UX, design systems, UX research, IA, prototyping, usability testing, and tools like Figma, Miro, and Microsoft Clarity, Hotjar etc.
- Collaborated with cross-functional teams to shape UX strategy and make data-informed design decisions.
- Mentored 100+ junior designers and engineers at DNEXT in UX principles and basic front-end skills like Design Principles, HTML, CSS.
- Delivered 3 award-winning government UX projects, recognized by the 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 design.
- Redesigned the Scheduler module that led to recognizing failed tasks faster by 80%. 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, used by 4,000+ students across web and mobile. Created design system, drove ux feature ideation, involved in 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 user 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 UX and front-end design for LiveDemy, delivering high-fidelity prototypes, user flows, and design system. 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. Streamlined the learning facilitator's dashboard design with a to-do list approach, leading to an improved task completion rate.

### 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 · 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

## Teaching & Probono

Business Success Stories Podcast by Inaiways | 2024-25 - Conducted & hosted the Podcast, spotlighting CEOs whose businesses grew through our product, highlighting real-world impact and success stories.

D-NEXT Trainer in MKCL | Oct 2019 - Mentored 100+ junior designers and engineers at DNEXT in UX principles and basic front-end skills.

Webinar on How to Get Started in UX - TCET | Nov 2022

Webinar speaker for 600 students from TCET Mumbai.