LEKHA DESHMUKH
Principal UX Designer

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HIGHLIGHTS

- 9.9 Years of UX Experience in SAAS, DAAS, AI Marketing-tech, Ed-tech, Fin-tech & Front-end development
- UX Certified from Interaction Design Foundation & LinkedIn Learning
- Core skills include Leadership, Design thinking, Web & Mobile UX, Design Systems, HTML, CSS, Figma/Adobe XD
- Managed Design Teams, Design mentor at DNEXT - Trained 100+ freshers in HTML, CSS, Design Patterns
- Leading UX strategy discussions with stakeholders, Data-driven decision-making & bringing business impact
- Worked in 3 Statewide and National level projects, recognised by CM of Maharashtra, Bihar, Haryana

EXPERIENCE

Co-Founder & Principal UX
Inaiways Technology Pvt Ltd
Jan 23 - Present

Working on conversation UX with AI Agents, Developed and scaled AI-powered UX platforms, reducing page creation time from 25 days to 20 minutes. Established and managed UX design standards, ensuring product consistency and efficiency. Created dashboard app that reduced customer support time by 95%. Hosted Inaiways Podcast.

Sr UX Designer
eQ Technologic, Aug 21 - Dec 22

Revamped eQube BI Admin Console 30–35% reduction in troubleshooting time, Revamped Scheduler Module, Built the Usability Initiative in UX Dept, Design System

Member of Staff - UX
MKCL, Oct 18 - Aug 21

MKCL LearniCo - SAAS Product
Onboarded 4K students, Lead and managed the design team and worked on ideation of new features for web and mobile apps in upcoming sprints, fixes and improvements in workflows, UX documentation, prototypes, visual guidelines, and implementation of front-end in Vue Js. Actively conducted monthly meetings with product owner and end-users for critical feedback to improve product experience. Involved in building the product appropriation, LearniCo Hobby from scratch.

Senior Project Associate II
MKCL , Oct 17-18

Mahalabharti - Implemented in Maharashtra, Appreciated by Maharashtra CM.
Used by 0.5 million users, Conducted research with end-users at villages, created IA, wireframes and prototype, iterated them based on stakeholder & user feedback, performed usability testing, and collaborated with developers & worked on front-end of the product.

Senior Project Associate I
MKCL, Oct 16-17

MKCL LiveDemy - Implemented in Bihar Skill Development Mission
Collected secondary research data from POs, created wireframes, IA, user flows, hi-fi visual prototypes, design library, and developed the entire front-end for Livedemy product. Collaborated & explained the entire project to a team of 3 developers.

ERA LMS - Implemented Nation Wide
Used by millions of users, As a part of the ERA team, created prototypes, user flow diagrams & delivered visual design for the Learner Home page, Course page, and Dashboard. Worked on the experience design for LF Dashboard.

UI UX Developer
Capital Via, Jun 15 - Oct 16

Worked on front end coding of 7 applications, in-house and customer facing. Collaborated with CEO and IT Head for developing new applications.

EDUCATION

Interaction Design Foundation (IDF)
2016 - Present

Professional Courses
UX Design

International Institute of Information Technology, Pune, India
2011 - 2015

Computer Engineering
First Class

EXPERTISE

Design Thinking & UX	HTML
Problem Solving	CSS, SCSS
UI Design	Javascript Basics
Figma, Adobe XD	React & Vue - Front end
Canva, Sketch, Miro	Tailwind CSS, Bootstrap