LEKHA DESHMUKH
Lead UX Designer | Design Manager

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HIGHLIGHTS

- ~10 years of UX experience across SaaS, AI marketing-tech, EdTech, FinTech, and front-end development.
- Certified UX Designer (IDF & LinkedIn Learning) with strong grounding in design thinking and user-centered design.
- Expertise in design systems, web/mobile UX, HTML, CSS, and tools like Figma & Adobe XD.
- 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.
- Delivered 3 large-scale government UX projects, recognized by CMs of Maharashtra, Bihar, and Haryana.

EXPERIENCE

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

AI Powered Landing Page Creation Editor for Google Ads
- Led UX for **AI-powered platforms**, including conversational UX with AI agents and a landing page builder that **reduced creation time from 25 days to 20 minutes.**

Customer Support App - Enterprise SAAS
- Designed a dashboard app that **cut customer support time by 95%,** driving efficiency and improving user experience. Created **Design system** for SAAS App.

Sr UX Designer
eQ Technologic, Aug 21 - Dec 22

Revamped Admin Console & Scheduler - Enterprise SAAS
- Revamped SAAS - eQube BI Admin Console **30–35% reduction in troubleshooting time,**
- Revamped Scheduler Module, **Usability Initiative in UX Dept**, contributed in **Design System**

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

MKCL LearniCo - Ed-tech SAAS Product
- Led UX design for LearniCo, onboarding 4,000+ students across web and mobile.
- **Created design team**, **drove feature ideation, sprint planning, and workflow enhancements.**
- Created UX documentation, prototypes, 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
MKCL , Oct 17-18

Mahalabharti - Govt 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
MKCL, Oct 16-17

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 a scalable design system**.
- Translated secondary research into **wireframes and IA aligned with user needs and business goals**.
- **Acted as UX lead**, collaborating closely with a team of developers to ensure successful implementation.

ERA LMS - (MS-CIT) Ed-tech
- Designed key learner pages for millions, **streamlining 17 pages down to 3** and boosting engagement through simplified UX.
- Enhanced LF Dashboard experience, improving task completion & consistent workflows.

UI UX Developer
Capital Via, Jun 15 - Oct 16

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

EDUCATION

Interaction Design Foundation (IDF)
2016 - Present

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

Professional Courses
UX Design

Computer Science
First Class

EXPERTISE

Design Thinking & UX	UX Research, Usability Testing
Problem Solving	Collaboration
UI Design	UX for 0 to 1, Revamps, Scaling
Figma, Adobe XD	HTML, CSS, Javascript
Canva, Sketch, Miro	Tailwind CSS, Bootstrap