Mahinder.I | Product Designer (UX/UI)

Passionate UX/UI designer with 4 years of experience, specializing in data-driven, intuitive, and emotionally engaging user experiences. Skilled in user research, interaction design, and UI design, creating responsive, accessible, and visually cohesive solutions that align with business goals. Proficient in designing wireframes, prototypes, and high-fidelity interfaces using Figma.

Portfolio in Behance

mahindersekaran@gmail.com

9445264707

Profile in LinkedIn

Experience

Empower Pragati | Product Designer
JAN 2024 – PRESENT

- Led the Youvati app redesign under the Design Lead, enhancing the experience for 15,000+ women beauticians through research-driven improvements. Conducted user research and usability testing, boosting engagement by 40% and reducing drop-off by 25%. Partnered with developers to ensure accessibility and inclusivity for diverse users.

- Designed user flows, wireframes, and high-fidelity prototypes in Figma for appointment booking, community engagement, and learning modules, ensuring a seamless user experience.

- Optimized the admin panel, streamlining business management, appointment tracking, and content moderation to improve operational efficiency.

Aptimist Techno Solutions | UX/UI Designer
JAN 2022 – NOV2023

- Led design of multiple website projects, creating user-centric designs that improved client satisfaction and business outcomes.

- Conducted user research and designed high-fidelity wireframes and prototypes in Figma, ensuring responsive and intuitive UI across platforms.

- Collaborated with developers to implement best practices in UI design and accessibility, enhancing usability and performance.

Aptimist Techno Solutions | Graphic Designer
JUN 2020 – DEC 2021

- Designed branding, marketing collateral, and social media assets, boosting brand visibility and engagement.

- Created visual concepts and layouts, ensuring cohesive, on-brand designs across all client projects.

Education

SRM TRP Engineering college,Trichy
2014 - 2018

Bachelor of mechanical Engineering

Certificate

Aspira Design, Chennai
2022 (6 Months)

Advanced UX UI Design Program

Skills & Languages

Design Tools

Figma · FigJam · Adobe Creative Clouds · Framer · Whimsical

Skills

User research & persona · Usability Testing · Journey Mapping · Value Mapping · Storyboarding · Wireframing · Workshopping · Information Architecture · Admin Panel UX & Dashboard Design · Design thinking · Interaction design (IxD) · Navigation

Languages

English · Tamil