

Mahalakshmi N

Senior Product Designer · Design Systems · Accessibility

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About me

Product Designer with **5+ years of experience designing complex, data-intensive products across web and iOS.** I work across ambiguous problem spaces, taking products from discovery and definition through prototyping, testing, and implementation.
My experience includes **end to end Multi Modal booking and search experiences, multi-persona workflows, design systems, accessibility, and decision-support interfaces.** I work closely with product, engineering, and business partners to balance user needs, technical constraints, and product goals, with outcomes including **reducing task completion time from 425s to 127s, increasing adoption by 47%, and improving NPS from 19 to 54.**

Work Experience

Product Designer (FOUNDING) The Creator shop

December 2025 - May 2026

Product Strategy · Concept Development · Market Validation

- **Partnered with the founder on product strategy and competitive analysis** for an AI-powered creator-brand discovery platform, narrowing a broad campaign vision into a focused MVP around core user pain points.
- Used **rapid prototyping and user demos to validate early concepts, gather feedback, and inform product direction** before engineering investment.
- Balanced user needs, market opportunities, and product feasibility while shaping the initial experience and MVP scope.

UI/UX Designer, Design Systems Empath Travel via Enspirit

May 2024 - Nov 2025

End-to-End Design · Design System · Multi-Persona Journeys · Beta Launch

- Led end-to-end product design for a **0→1 guest travel and expense platform** across web and iOS, from early concepts through beta launch.
- Defined and shipped **multi-persona workflows for guests, travel coordinators, and TMCs** including booking, expenses, dashboards, hotel blocking, and AI-powered flight search balancing competing user needs across complex role-based permissions.
- Through rapid prototyping and **customer feedback identified product opportunities, tested directions**, and shaped product decisions in an ambiguous environment.
- Built the **brand style guide, design systems, and core UX foundations** that enabled weekly MVP releases, continuous validation, and iterative product development.
- Partnered closely with leadership to bring the product to market, contributing to **GBTA Buyer's Choice and Texas Shark Tank award wins.**

UI/UX Designer, Design Systems Deem Travel via Enterpi

June 2021 - April 2024

Booking Flows · Rail Feature Ownership · Accessibility Audits · Design System Governance

- **Redesigned complex, policy-driven booking experiences** shaped by travel policies, role-based rules, vendor constraints, budgets, and approval workflows resolving constraints across the end-to-end journey.
- Used **product metrics and user feedback to improve booking outcomes, contributing to a reduction in task completion time (425s → 127s), 47% higher adoption, 32% growth in mobile usage, and NPS improvement from 19 to 54.**
- Owned the end-to-end design of **Deem Rail across web and iOS, supporting multimodal travel** across UK and EU markets with **30–45% rail adoption and 10–18% travel cost savings** on eligible short-haul routes.
- Conducted **3 WCAG accessibility audit cycles across 800+ components and live experiences**, improving screen-reader support, color tokens, VPAT compliance, and accessibility standards with engineering.
- **Co-owned the enterprise design system used by 22+ designers across 6 countries,** contributing to theming, accessibility standards, ZeroHeight documentation, and governance to build scalable foundations and improve consistency.

- Designed sustainability and decision-support experiences that helped organizations make more informed travel choices while supporting broader ESG and travel policy goals.

Jr. Visual Designer Geek Creative Agency

Created UI designs, visual identities, and marketing materials across multiple client projects.

Education

National Institute of Fashion Technology

Bachelor's in Design, Communication Design

June 2016 - June 2020

Internships

Ombrelane

Pichkaari Design Studio

Kurage Design Studio

Skills

End-to-end Product Design: User-centered product development · User flows · Task flows · Wireframing · Mock-ups · AI assisted design workflows · Prototyping · Interaction design · Responsive web · iOS · Usability testing · Customer feedback · Data-informed design · Decision support experiences

Design Systems & Accessibility: Design Systems · Design System Governance · Design Language · Design Documentation · Design Patterns · WCAG 2.1 · Accessibility Audits · VPAT · Theming · Component Libraries

Product & Collaboration: Problem Framing · UX Strategy · Workshops · Stakeholder Communication · Design Rationale · Engineering Collaboration · Research-Informed Iteration · Design Critique · Rapid Prototyping

Tools

Figma · Miro · Mural · ZeroHeight · Jira · Confluence · Slack · Teams · Adobe Creative Suite · Gemini · Cursor · Claude

Languages

English · Kannada · Hindi · Telugu

Timezones collaborated

GMT · PST · SGT · SGT