Mahalakshmi N

Senior UI/UX Designer · Design Systems · Accessibility Audits

Portfolio Linkedin mndesignatio@gmail.com 9845916613 Bengaluru, India

About me

UI & Product Designer (Design Systems) with 5+ years elevating the visual craft and consistency of SaaS products. I own design systems end-to-end typography, colour tokens, spacing, theming, dark mode and combine that with accessibility (WCAG/VPAT) and systems thinking to build scalable, polished experiences. Recent work: a 22+ designer / 6 country enterprise design system, WCAG audits across 800+ components, and UI for rail booking and AI-powered flight search cutting booking time from 425s to 127s and lifting adoption by +47%.

Work Experience

Product Design Consultant The Creator shop

December 2025 - April 2026

Product Ideation, Concept Development, Market Validation

- Collaborated with the founder of a bootstrapped, **pre-launch startup** to design an AI-powered influencer discovery platform for D2C brands, leading **MVP iterations**, user validation, and customer demos to shape product direction and assess early market fit.

UI/UX Designer, Design Systems Empath Travel via Enspirit

May 2024 - Nov 2025

End to end design, Design system, Guest Travel Multi-Persona journeys, Successful Beta Launch

- Led end-to-end UI and design for a 0→1 guest travel & expense platform across web and iOS, guiding 2 junior designers from concept to award-winning beta launch.
- Defined the product's **visual language and design system** from ground up with typography scale, colour tokens, spacing and a **reusable component library** that drove consistency across guest, travel-coordinator and TMC workflows (booking, expenses, dashboards, hotel blocking, AI-powered flight search).
- Shaped product direction in a highly ambiguous 0→1 environment through rapid prototyping and customer feedback, balancing visual polish, user needs, business goals and engineering feasibility.
- Built the **brand style guide** and core UI/UX foundations that enabled weekly MVP releases and continuous, iterative validation.

UI/UX Designer, Design Systems Deem Travel via Enterpi

June 2021 - April 2024

Journey's refinements, Owned Rail booking experience, Accessibility audits, Darkmode systems

- Redesigned core booking experiences including flight search, fare comparison, filters, onboarding, offline mode, and sustainability features, contributing to a reduction in booking time from 425s to 127s, 47% higher adoption, 32% overall growth in mobile usage, and NPS improvement from 19 to 54.
- Owned the end-to-end design of Deem Rail across web and iOS, enabling multimodal travel across UK & EU markets supporting 30–45% rail adoption, and 10–18% travel cost savings on short-haul routes and adopted by apple travel.

- Ran **3 WCAG audit** cycles across 800+ components and live experiences, strengthening screen-reader support, colour-token contrast, VPAT compliance and accessibility standards in partnership with engineering.
- Co-owned the **enterprise design system** used by 22+ designers across 6 countries — expanding theming, colour and typography tokens, dark-mode support, **Zeroheight** documentation and governance to raise visual consistency across the platform.
- Designed sustainability and decision-support experiences with clear visual hierarchy and **data visualisation**, helping organizations make more informed travel choices in support of broader ESG and travel-policy goals.

Jr. Visual Designer Geek Creative Agency

Created UI designs, visual identity, and marketing materials for multiple agency clients.

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
Style guide, Design Systems, Documentation
iOS & Responsive Web Design
Rapid Prototyping
Accessibility Audits(WCAG & Vpat reports)
UX Workflows, Problem Solving, Workshops, Taskflows
Usability testing
Data Visualisation, Assets designs, Presentations
ai Design workflows

Tools

Figma
Miro & Mural
Zero Height & Story book
Claude, Gemini Studio
Cursor
Adobe Photoshop, Illustrator
Canva
JIRA and Confluence
Slack & Teams

Languages

English
Kannada
Hindi
Telugu

Timezones collaborated

GMT
PST
SGT
CET

My Interests

I'm endlessly curious about how people live. I travel locally, observing the small things, how someone orders coffee, why a neighborhood feels different at 7am vs 7pm, what food says about culture. Design events keep me connected to the community, I love hearing what problems others are solving and where the industry's headed. Museums pull me in every new city. (old things, art, craft). I meditate to quiet the brain, read to fill it back up, and greet every neighbourhood cat I meet. They keep me humble.